THE FUNNIEST MAGAZINE IN HISTORY

CRACKED

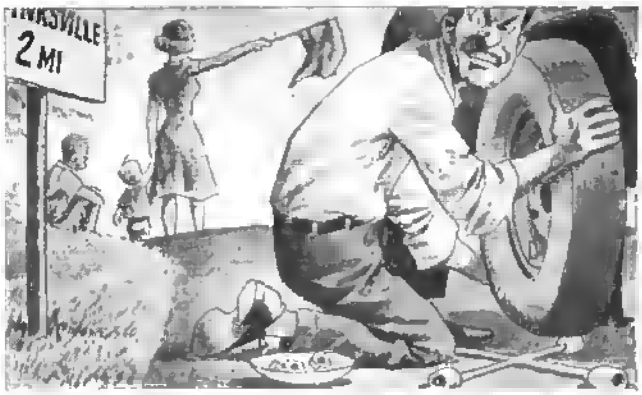
A SEPT.

25¢

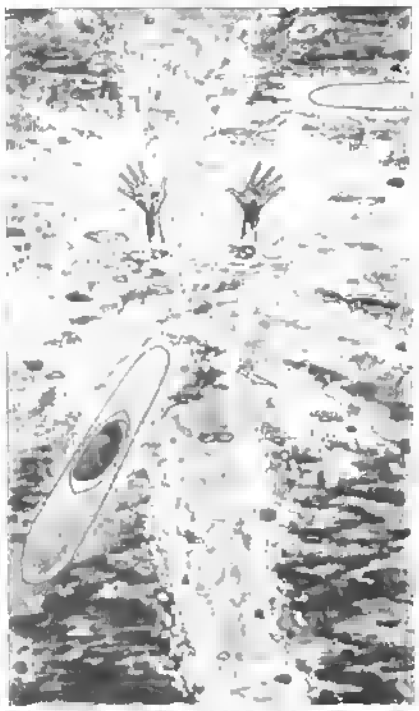
MAZAGINE

TAKE THE EYE TEST - SEE BACK COVER

CAPE FINKSVILLE HERE WE COME!



ALMOST THERE



NANCY TRIES HER HAND AT WATER-SKIING

THE WHOLE WONDERFUL WORLD OF SUMMER VACATIONS IS YOURS FOREVER!

Capture those precious moments with new Kodiakrome film!

You can depend on the name KODIAK . . . to pay its stockholders the usual big fat dividend!

FIRST MORNING AT THE CAPE

NIGHTLY VISIT FROM LOCAL AIR FORCE

"TOGETHERNESS"

MOM AND DAD SOAKING UP THE LOCAL ATMOSPHERE

GO-EAST, MAN KODIAK CO.
Rochester 4, N. Y.

Kodiak
—The coolest film since 1888

No. 31 SEPT., 1963

CRACKED MAGAZINE

EDITOR and PUBLISHER: Robert C. Sproul
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Janitor: Sylvester P. Smythe

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Cracked Magazine is published bi-monthly and copyright 1963 by Major Magazines, Inc., 45 West 45th Street, New York 36, N. Y. Second class postage paid at New York, N. Y. and Holyoke, Mass. Publisher can accept no responsibility for unsolicited letters, manuscripts or artwork, although every effort will be made to return such matter when self-addressed stamped envelope is included. Single copy price 25 cents. Subscription (9 issues) in the United States and possessions, $2.00. Elsewhere, $2.50. PRINTED IN THE UNITED STATES.

WHAT'S UP FRONT:

Sylvester's great-great-grandpappy in his own dramatic version of how the Liberty Bell was CRACKED.

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IT ALL DEPENDS ON THE POINT OF VIEW 34

Does Brigitte Bardot remind you of your Uncle Zeke? Does the sight of money make you sick? That's okay—you're entitled to your opinions. This is a free country, with lots of free nut-houses—just for YOU!

IF JOHN Q. PUBLIC HIRED A PRESS AGENT 43

If people always seem to be bumping into you and saying: "Sorry—I didn't see you there!" call your local press agent. He'll fix it so they'll bump into you and say absolutely nothing!

BIG JOHN 13

The Year's Largest Belly-Laugh from TV's Largest Laugh-Maker—the Great One himself, JACKIE GLEASON! And a-wayy we go!

RETIREMENT CITIES 37

Sensational expose of the wild antics of the Over-65 Gang. Spine-chilling inside scoop on the Big Shuffleboard Fix!

IF THE OLD MASTERS WERE ALIVE TODAY 10

Staggering proof that—were Rembrandt, Velasquez, Raphael, da Vinci and El Greco but alive today—they would be very old!

LETTERS

Dear Editor:
I think your collection of Wind-Up Dolls was by far the wittiest bunch I've seen in any magazine and I've seen quite a few . . . Whose brainstorm were they?

Rosemary Zagorski
Yorktown Heights, N.Y.

Our George Gladir doll's. You wind it up and it thinks of something funny.

Dear Unmentionables:
Why don't you ever print a picture of your staff?

Bill Weisel
New Orleans, La.

Some of our readers might have weak stomachs.

I have noticed recently that Le Poer is beginning to draw something like Severin . . . and that's good!

Harry Metcalf
Norwalk, Ohio

We've noticed recently that Le Poer is beginning to ACT something like Severin . . . and that's NOT so good!

Hey, idiots!:
What's the matter with you nuts? You spelled "Magazine" wrong on the cover of the July CRACKED.

Ruth Spellman
Ithaca, N.Y.

It's "Magazine" . . . NOT "Mazagine!"

Hortense Brown
Phoenix, Arizona

We consider ourselves very fortunate to have readers sufficiently interested in maintaining the high intellectual quality of our publication that they take time to correct us by mail. It is this type of keen and intelligent person who is typical of the regular readers of CRACKED MAZAGINE.

Dear Cracked-Pols:
I've written you four letters so far and not one of them has appeared in your Letters column. What gives? What have you got against me, anyway?

Ray Carbone
Madison, Md.

It's that greasy kid stuff you use.

Dear Editor:
I enjoy reading all of **Cracked**, but I especially enjoy your Extra Special Bonus gags on the back cover. They are the kind of practical jokes I like to play on people—that get a laugh without hurting anyone's feelings.

Cindy Glasson,
Philadelphia, Pa.

That's our editorial policy in a nutshell, Cindy. We believe that we can be humorous without being sadistic; in other words, that we don't need to be cruel to be CRACKED.

Please send me a set of sailboat blueprints like the ones advertised in "Sylvester's Hobby Corner" C.O.D.

Denise Alchermis
Washington, D.C.

Dear Editor:
I was glad to see your picture of Arthur and Kathryn on the inside cover. I think captioned photos are the greatest!

Mike Manero
South Bend, Indiana

We're glad you're glad because there are more coming up.

Dear Goofballs:
In your Dance Trend Graph you have people doing the Cha Cha in 1937. I didn't think the Cha Cha came out until the Fifties. Explain, please.

Arnie Grayson
Miami, Florida

We'll bet you think the Twist is new, too. Actually, it was first performed at the Palace of Versailles by Louis XV who was trying to lace up his own corset.

THE RACE IS ON

. . . to snare the few remaining back issues of CRACKED Magazine before they disappear. Don't be left at the Starting Gate. Fill out the attached coupon and mail today. It's Post Time!

CRACKED BACK ISSUES
45 WEST 45th STREET
NEW YORK 36, N.Y.

I enclose ..... Please send me Back Issues I have checked at 50c each:

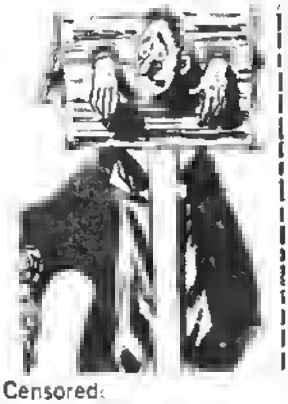
No. 22..... No. 25.....
No. 23..... No. 26.....
No. 27.....

Name.....
Address.....
City.....Zone.....State.....

Please send me the pillory you advertised in your Montgomery, Roebuck Catalog in CRACKED No. 30. I want to lock my kid brother up in it so he can't bug me all the time.

Gary Parkinson
S. Braintree, Mass.

Sorry. We are fresh out of both items. How about a nice 11-foot statue of Veronica Lake carved in vanilla halvah?



Dear Censored:

Why do y'all call that knuckle-headed status symbol (Ed. note: !!!) of yours Sylvester? I think "Severin" would be much more appropriate.

Foster Osborne
Columbia, South Carolina

We already HAVE a knuckle-headed artist named Severin. One is plenty!

CRACKED COUNTING CONTEST WINNERS!!!

After weeks of wading knee-deep in entries from the four corners of the globe, our judges have finally come up with the 20 winners of the CRACKED COUNTING CONTEST. We were delighted with the tremendous response. Our only regret is that we can't award a prize to each and every CRACKED fan who entered. It was a close fight, friends, but here—to put an end to the breathless suspense—are the lucky winners!

First Prize Winner: **FRANK CRIMI JR.**
(Sony Micro-TV) AKRON, OHIO

Second Prize Winners:
(5 Sony TR-650 Transistor Radios)

John L. Clark, Los Angeles, Calif.; Judith Rock, Cedar Falls, Iowa; Dennis Richard, Lawrence, Mass.; James Marcum, Detroit, Mich.; Bob Stewart, Gardena, Calif.

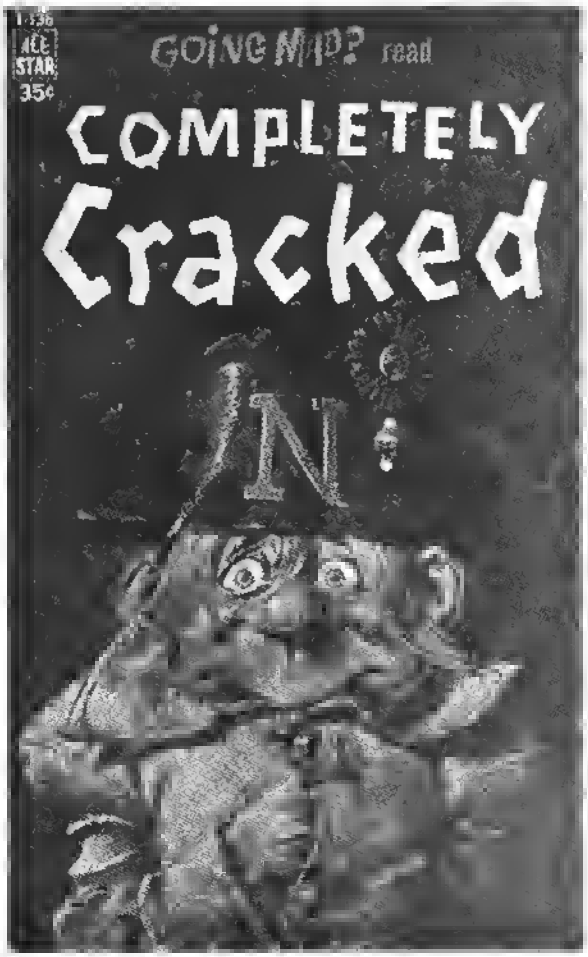
Third Prize Winners:
(14 Free CRACKED Subscriptions)

Richard L. Barron, Teaneck, N.J.; Robert L. Dottery, Fullerton, Pa.; Pat McClanahan, Livonia, Mich.; Rick Chenault, Chillicothe, O.; Chuck Howard, Millington, Mich.; Alan Letcher, Covington, Ky.; Gerard T. Shepard, Providence, R.I.; Carole Adams, San Mateo, Calif.; Helen M. Harris, Tuscaloosa, Ala.; Dick Breed, River Forest, Ill.; Robert Wallace, Orlando, Fla. Garry Cults, Milton Freewater, Ore.; Pat Sweeney, Portsmouth, N.H.

Congratulations!

We enjoyed this contest so much that we are planning to run future contests with Fun and Prizes Galore! Watch for them in upcoming issues!

CRACKED **COLLECTORS ITEMS** PAPERBACKS



These rare editions of rare wit are being gathered up by discerning readers everywhere. Don't be a clod! Hurry up and collect **COMPLETELY CRACKED, THE CRACKED READER** and **MORE CRACKED** before the boys in the white coats come to collect **us!**

CRACKED
45 WEST 45th STREET, N.Y.C.
I enclose 40c ea. Please rush pocket-size

☐ COMPLETELY CRACKED
☐ MORE CRACKED
☐ CRACKED READER

Name _____
Address _____
City _____ Zone _____
State _____

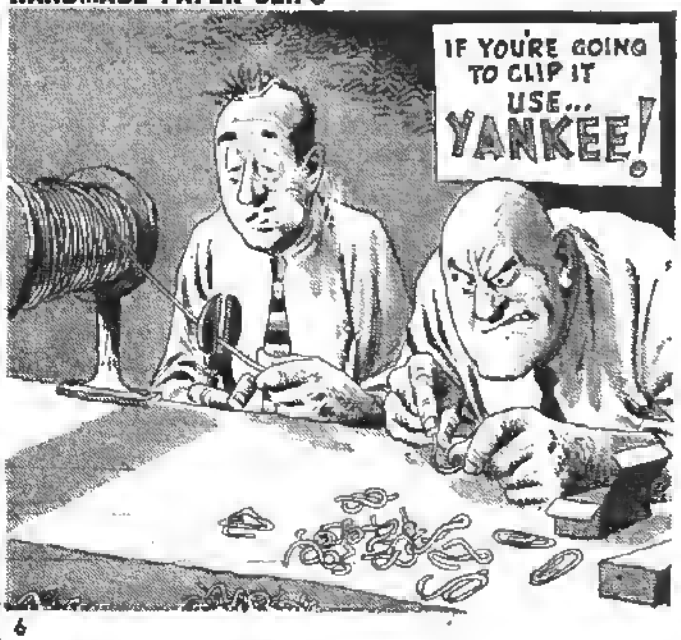
Handmade objects have always had a great deal of snob appeal, but lately the whole handmade business has gotten out of hand. We not only have handmade shoes and handmade pot holders. We've even got hand-blended, hand-tended coffee.

CRACKED predicts that if this madness continues you'll soon be seeing items like the following . . .

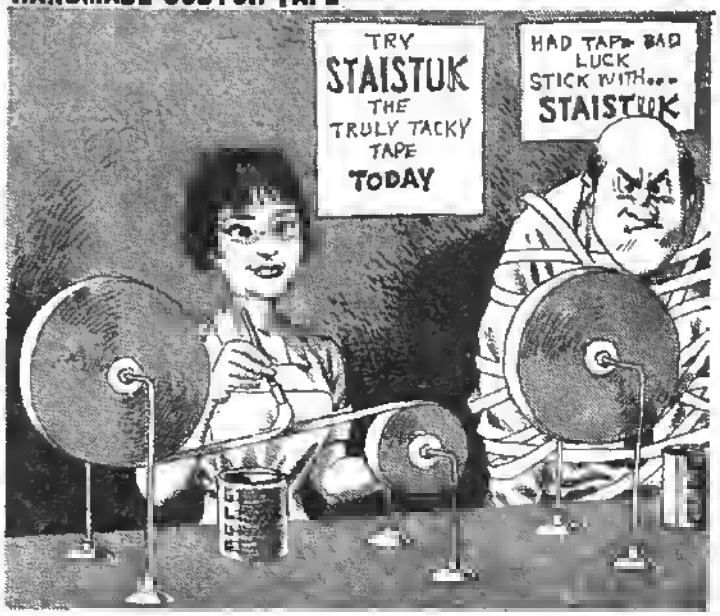
HANDUFACTURED

HANDMADE PEANUT BUTTER

HANDMADE PAPER CLIPS



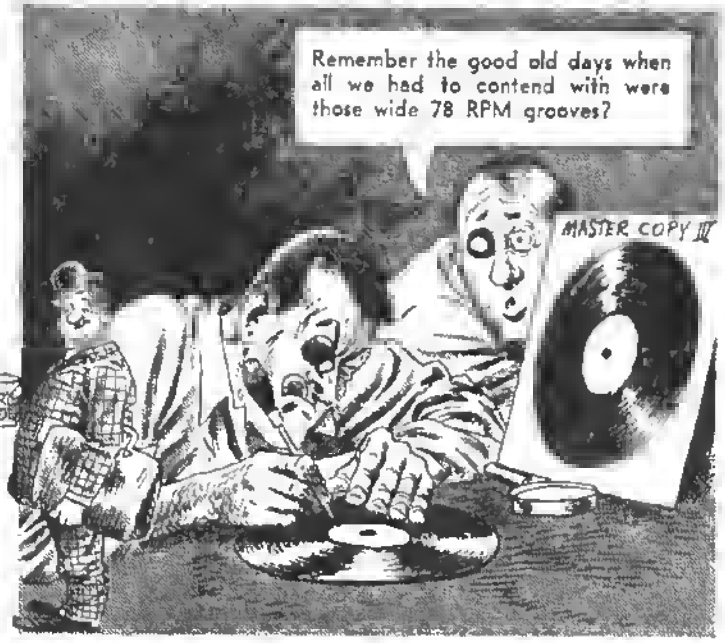
HANDMADE SCOTCH TAPE



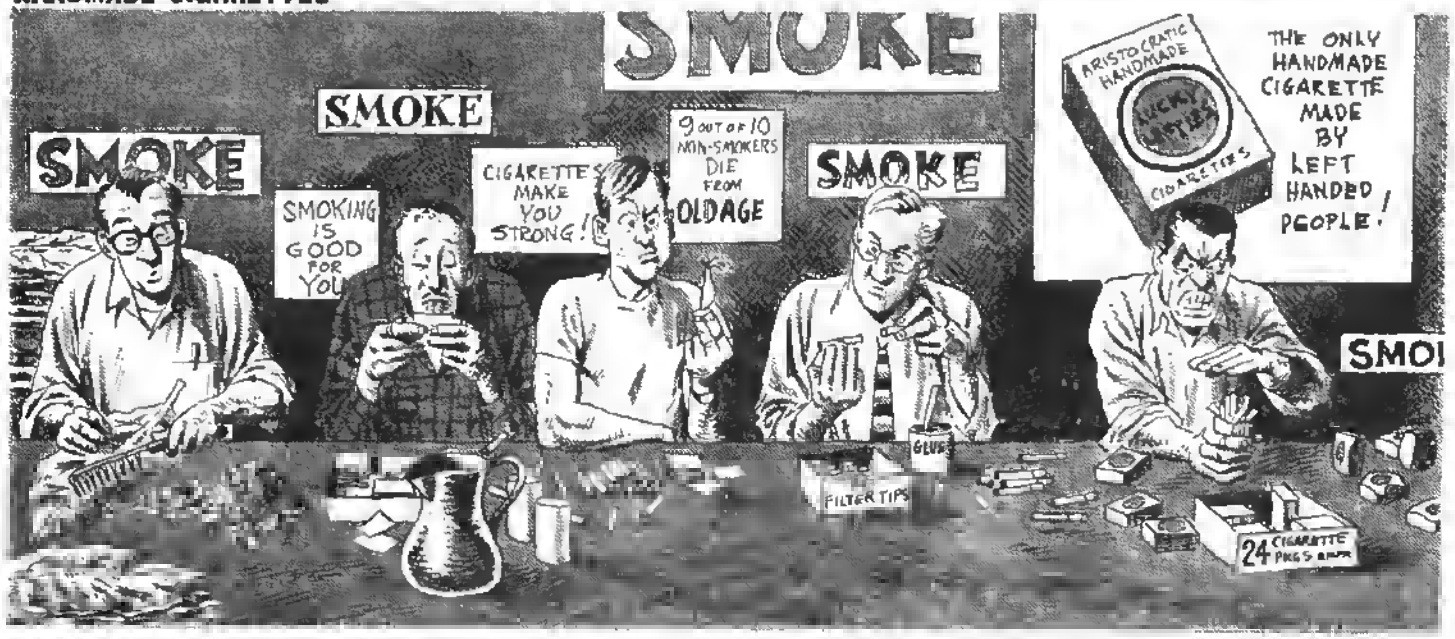
PRODUCTS

HANDMADE WINE

HANDMADE RECORDS



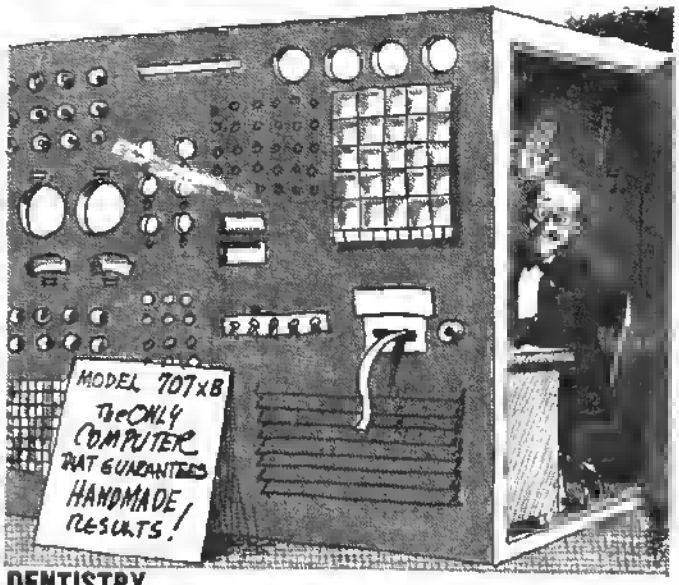
HANDMADE CIGARETTES



The handmade craze phase could eventually spread to almost every area of our lives.

ENTERTAINMENT

ELECTRONICS



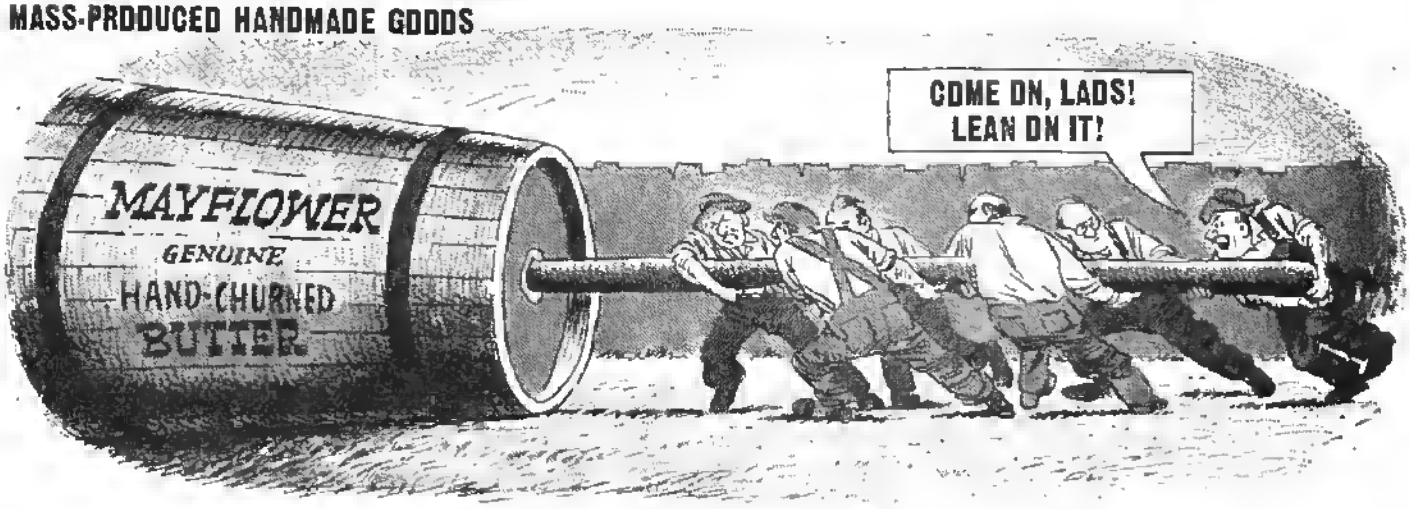
PACKAGING

DENTISTRY

GOVERNMENT

Ultimately, as the appetite for handmade products increases, mass production methods will have to be instituted to meet the demand.

MASS-PRODUCED HANDMADE GOODS



IF THE WERE

Since the advent of the Mona Lisa to our shores, your Cracked editors have been wondering what it would be like if the Old Masters — painters, sculptors and architects of early times—had been born into today's highly competitive, commercial world. Here we present our version of how things would be . . .

ARE YOU NERVOUS?
HIGH STRUNG?

DO YOU BITE YOUR NAILS?

TRY **HAPPY DAZE**

TRANQUILIZERS

30-Day Free Trial

Do you have a foot problem? Have you always felt the situation hopeless? . . . NOT SO!

Try **OLSON'S ORTHOPEDIC SHOES**

and see the Amazing results!

BEFORE AFTER

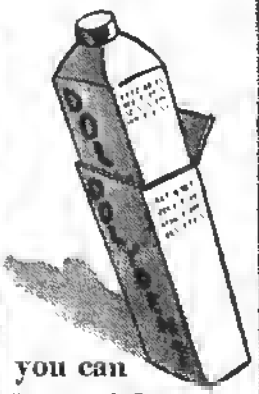
OLD MASTERS ALIVE TODAY

DO YOU HAVE TROUBLES WITH LOOSE DENTURES?

Are You Afraid to smile?

then use **DOLYDENT**

and be afraid no more!



you can be confident with Dolydent!

WOULD YOU LIKE TO SEE
ANOTHER YOU?

MARCELL'S
BEAUTY SHOPPE
has the city's
largest selection
HIGH STYLE WIGS!

from $95.00

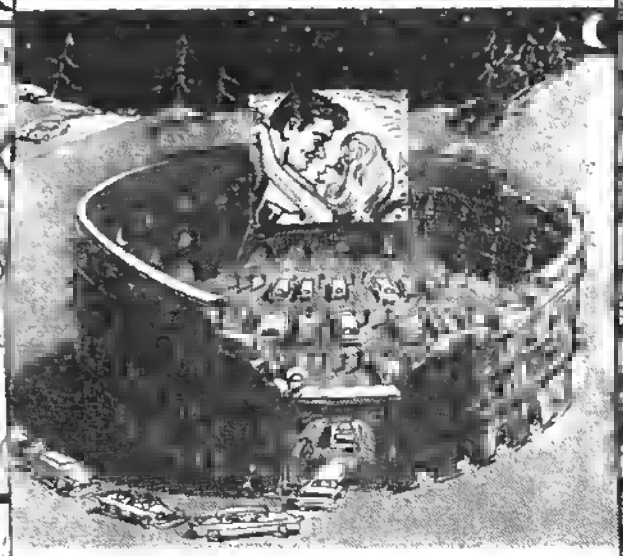
BE GLAMOROUS AGAIN!

Do You OFFEND?

. . . then use
HORRID
to be sure.
69c a bottle

NO MESSY ROLL ON!
Comes in handy, plastic squeeze bottle

COLOSSEUM
Drive-In Theatre

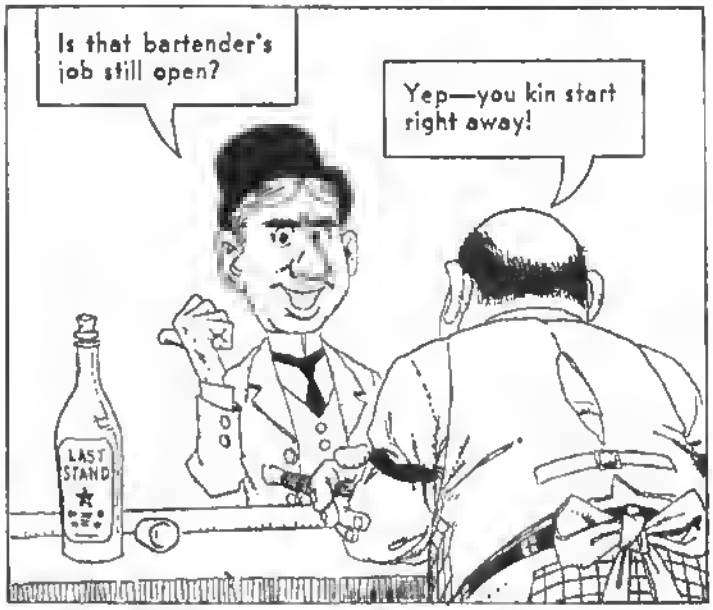


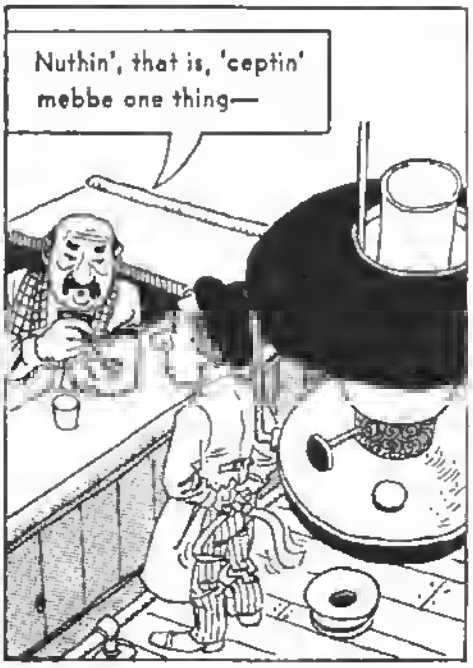
North on Rt. 17
North on Rt. 17 to theatre
BRING THE KIDS!

When Jackie Gleason told this story on his hilarious CBS-TV show, "American Scene Magazine", we realized at once that it was a natural for the zany skills of the Old Master, John Severin. We wrote to The Greatest for his blessing on the article — envisioning fresh rounds of applause from our readers — both for the amazing, amusing Mr. G. and CRACKED. "How sweet it is!"

BIG-JOHN IS COMING

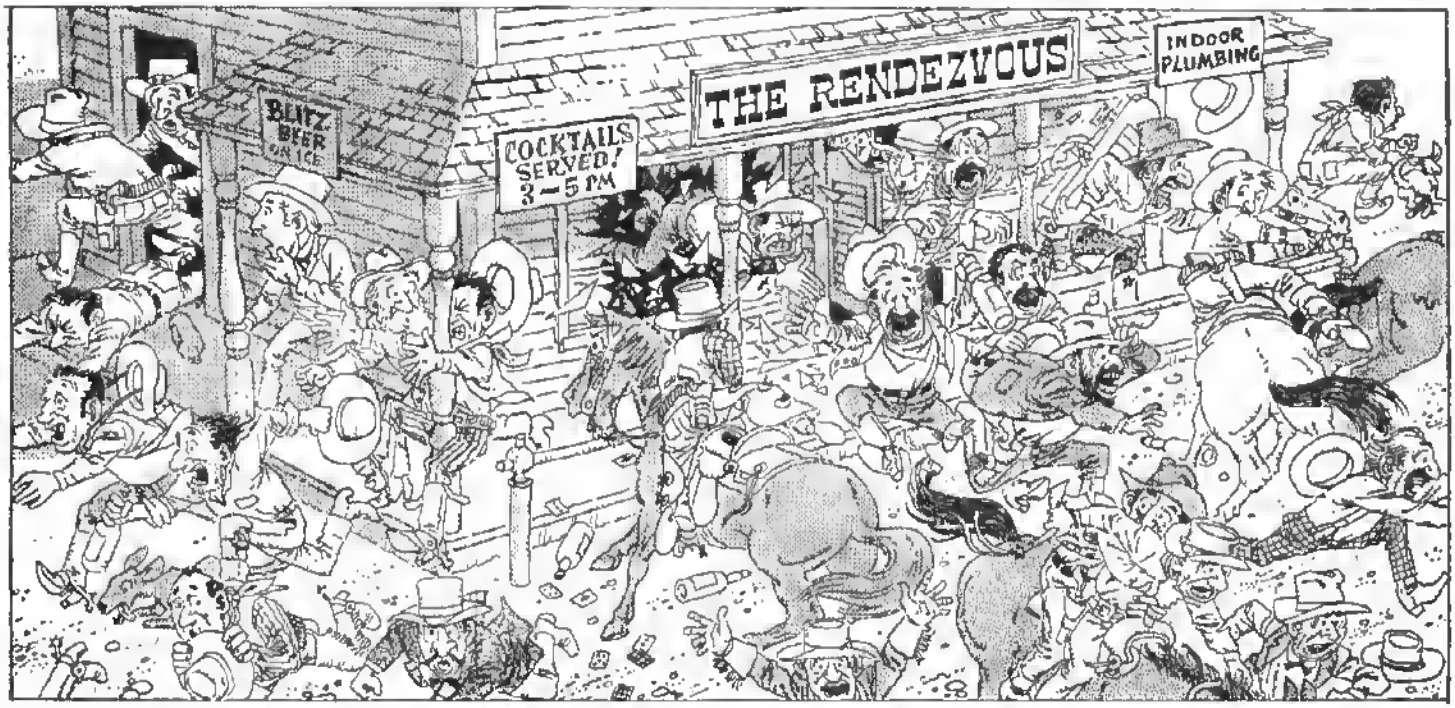
SEVERIN & LePoer



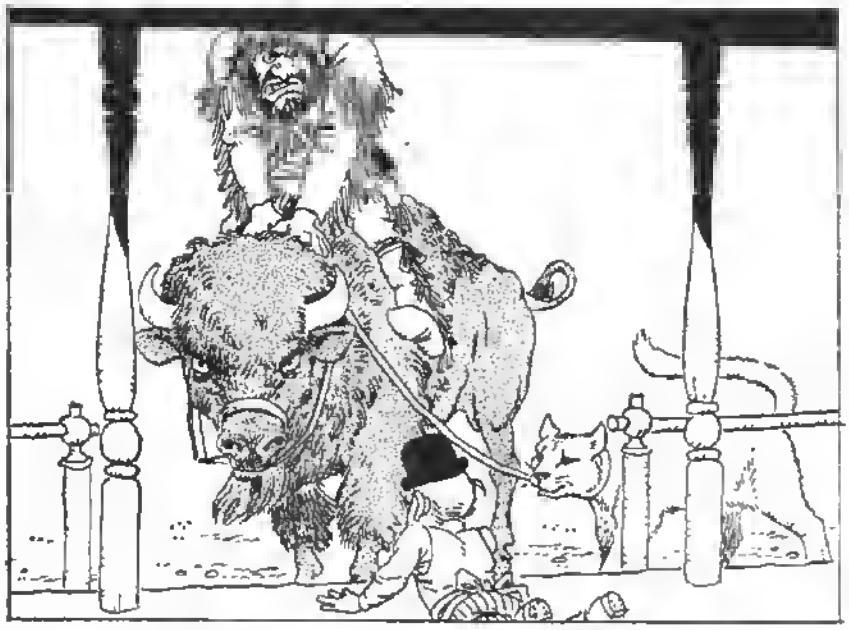


Weeks Isler — .

BIG JOHN IS A-COMIN'!


BLITZ BEER ON ICE
COCKTAILS SERVED! 3–5 PM
THE RENDEZVOUS
INDOOR PLUMBING

YIPES!!



Now you wait right here till I gets out . . . hear?
THUNK!

. . . an' you wait right here with him! ! !

Gimme a drink o'whiskey!
Yes, SIR!

Call that a drink? Gimme the bottle!

GULLUP!
GULLUP!
So far, so good . . . I'll show him how friendly I am!

Sir . . . er would you care for a drink on the house?
No, thanks. Ain't got the time. Y'see, . . .

BIG JOHN'S
A-COMIN'!!!

The barber shop quartets were the coolest cats in town during the Gay Nineties. Eventually, with the passing of time, they became old fogies. The same thing happened to the flaming youth crowd of the Roaring Twenties and the jitterbug set of the thirties — thus proving an old adage that today's hipster is tomorrow's square.

Alack and alas, this dire fate even awaits our super-cool rock 'n rollers of today. For conclusive proof of this shocking statement examine this fan magazine from the year 2003 (Courtesy of the Twilight Zone).

TOUCHAVISION RADIO MIRROR

July 2003

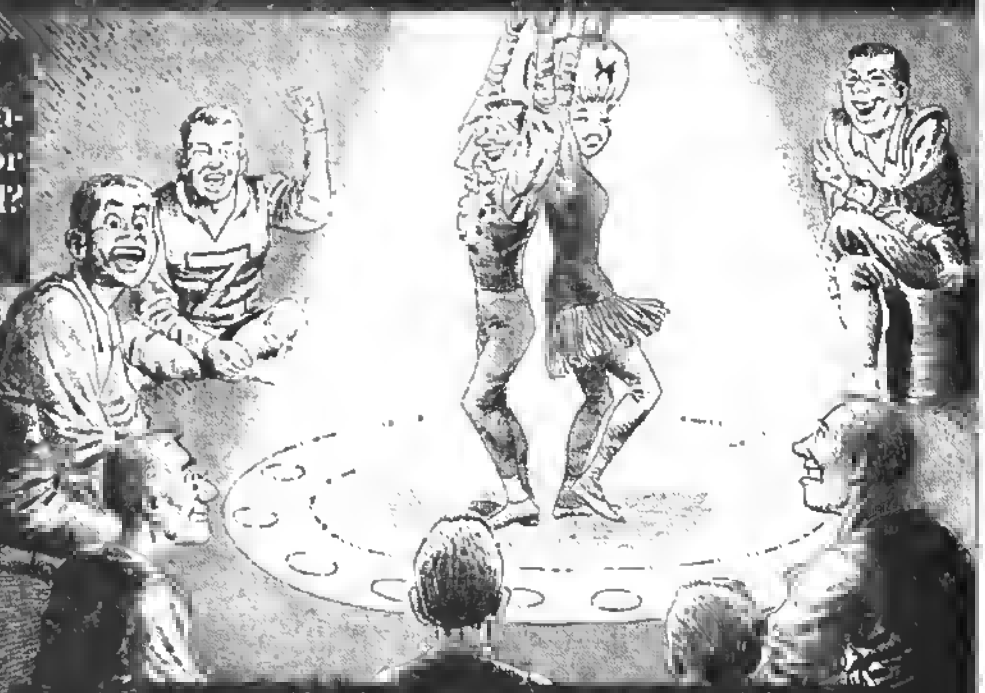
$12

$13 in Canada

$15 on the Moon

Is Zoom 'n Boom Music Here to Stay — or Is It Just Another Fad?

Will Liz Tyler Marry Her Venutian Lover?



Teenagers watching the latest dance craze — The Spiral — as performed on Touchavision.

SPECIAL OLD-TIMERS EDITION

Do you remember when music still had a recognizable beat?

See our article—

WHEN ROLL 'N' ROLL WAS KING

featuring Elvis Presley, Jackie Wilson, Fabian and many other grand old favorites.

For a moment let us shut out the frantic, melodic Zoom 'n Boom music of the year 2003, and go back some 40 years to the time when music still had a recognizable beat, and listeners could clap along to its infectious rhythm—back to the time . . .

WHEN ROLL 'N' ROLL WAS KING

Photo courtesy Smithsonian Institute

The only known picture in existence of the legendary "Fats" Domino, taken some time in the Fifties.

Photo courtesy Rock and Roll Museum

Historic gathering of early rock 'n' roll pioneers: Alan Freed, Little Richard, and Bill Haley. Alan Freed is credited with first coining the phrase "Rock and Roll" 'way back in 1952.

Famous N.Y. Paramount Theatre, scene of many fabulous rock 'n' roll shows. A popular myth has it that the historic showplace was demolished during a rock 'n' roll performance. Actually, the theatre was demolished in 1985 to make way for a rocket port.

Photo courtesy Billboard's Big Beat Archives

Remember him? Of course — it's Dick Clark. Practically every big name rock 'n' roller appeared on Dick's Bandstand program, from the 1950's through the 1970's.

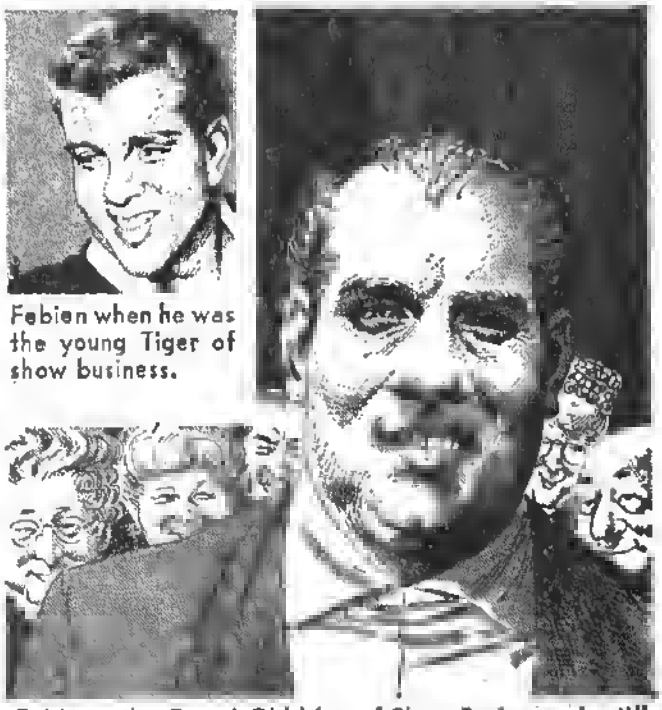
The one and only Chubby Checker. Chubby popularized the most famous of all rock 'n' roll dances—the Twist. Ironically, musical historians agree that by making rock 'n' roll popular with adults, Chubby put the Kiss of Death on the Big Beat as far as youngsters were concerned. By 1972, the Rock was completely passe with teenagers.

Elvis Presley as he appeared at the height of his career during the Swinging Sixties.

Today, Colonel Presley is a successful manager of show business talent. He's shown with his latest find "Corso the Torso". The former King of Rock 'n' Roll had this to say about the present trend in music: "I personally don't dig the wild sounds of this Zoom 'n Boom music, but we old-timers should be patient and remember that we were kids ourselves once. Heck! In my time I can even remember a few people who didn't like rock 'n' roll! ! !"

Jackie Wilson as he thrilled his fans during the old neon light days.

Fabian when he was the young Tiger of show business.

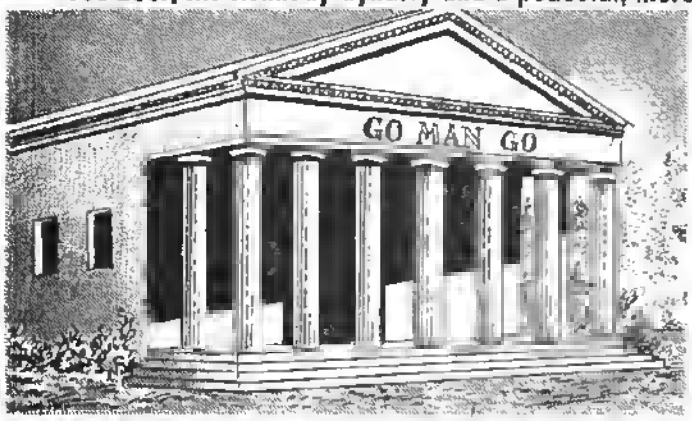


The erstwhile prince of rock 'n' roll is today one of Hollywood's leading character actors. Currently he is doing a Livamotion picture on the life of Ralph Bunche. Jackie Wilson concurs with many that today's Zoom 'n' Boom music goes hand in hand with juvenile delinquency. "The kids in my time never had hot-rod rockets or drag races to the moon!'

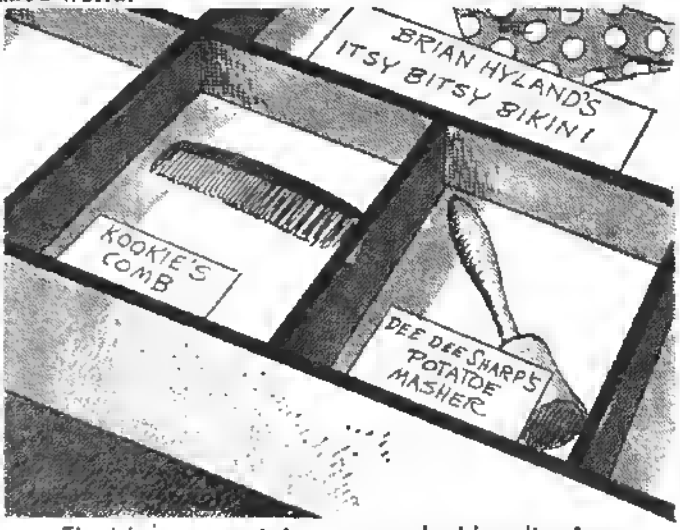
Fabian—the Grand Old Men of Show Business—is still going strong with mature audiences. Asked to comment on today's trend in music, Fabian said: "Talent doesn't mean a thing anymore. At least the performers of my generation knew the value of a driving beat. The success of many a young Boom 'n' Zoom singer is, I feel, an insult to the really gifted artists."

ROCK 'N' ROLL MUSEUM AT ROCKFORD, ILL.

To anyone over 50 years old, a trip through the R 'N' R Museum is guaranteed to bring back fond memories of 15c beer, the Kennedy dynasty and a peaceful, more relaxed world.

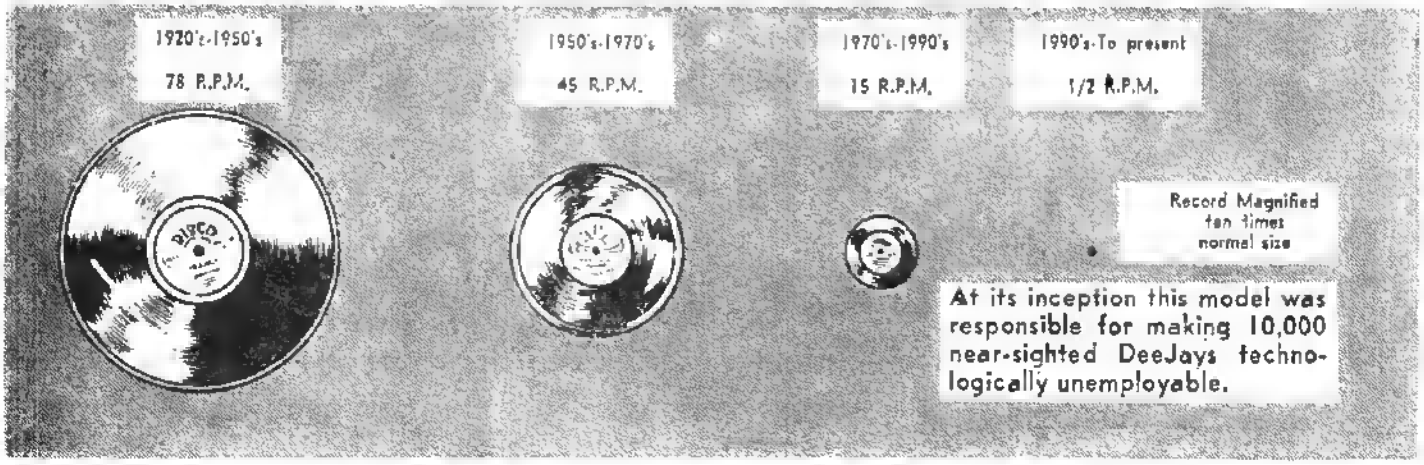


The Museum was founded by Billboard Magazine in 1991 to preserve the nation's musical treasures. Building is emblazoned with the classical phrase of the Big Beat Era.



The Museum contains many valuable relics from one of America's most colorful eras.

No trip to the Museum is complete without a visit to its sacrosanct Disc Jockey Hall of Fame.



A Museum display notes the change in records throughout the years.

KIDS, WE'D LIKE YOUR GRANDPARENTS' REACTI ON TO THE PRECEDING NOSTALGIC ARTICLE ON ROCK 'N' ROLL. IF THERE IS A FAVORABLE RESPO NSE WE MAY RUN A FEW MORE OF THESE MEMORY LANE ITEMS.

. . .AND NOW BACK TO OUR RECORD-WHIRLING WORLD OF 2003!

ZOOM 'N' BOOM A MUSICAL SAFETY VALVE

Evan Jellik, noted musicologist, defends the Zoom 'n' Boom musical craze.

For the first time American popular music has been liberated from all European and American tradition. Yes, for the very first time American music is completely out of this world. It is true that Zoom 'n' Boom has been connected with some youthful riots, and excesses, but in this tension-filled age of interplanetary invasions and Krypton bombs, Zoom 'n' Boom provides our youngsters with a musical safety valve.

TURN TO PAGE 72 FOR THE TOP 1000 HIT SONGS OF THE WEEK

TURN TO PAGE 73 FOR THE TOP 1000 HIT SONGS OF NEXT WEEK

courtesy of our electronic computer dept.

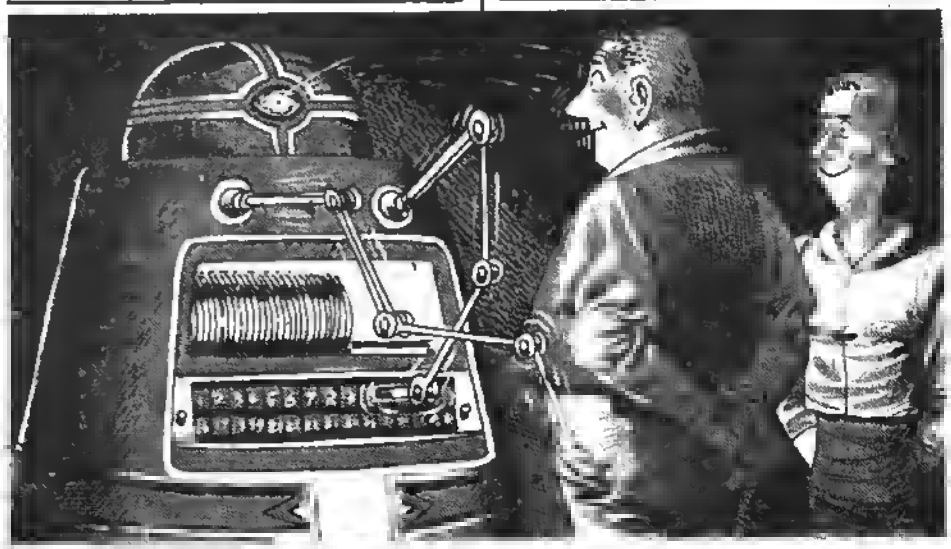
By Mort Runner

LANCE BOYLE INDUCTED INTO SPACE CORPS

The most promising record ster of tha year has temporarily said goodbye to his billion doller singing career. Government officials stated that Lance will be drawing $1000 a month just like any other lowly private in the Space Corps.

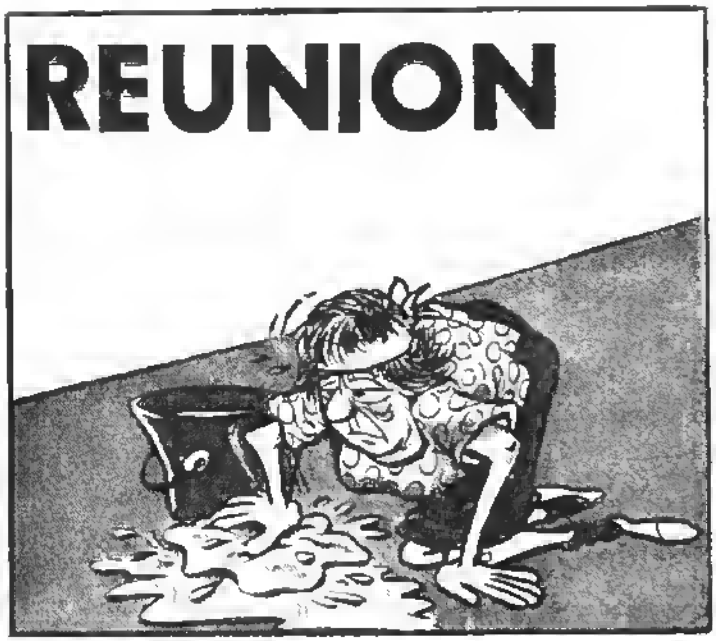
Earth girls are hoping Lance doesn't taka up with any of thosa cute Martian chicks.

Corso the Torso was recently the object of aarth-wide criticism for his performance on the Ed Sullivan III Touchavision Show. Tha King of Zoom 'n' Boom denies any lewd, obscene or suggestive intent in his act. Colonel Presley, Corso's maneger, is now demanding an additional $50,000 per performance for his protege.

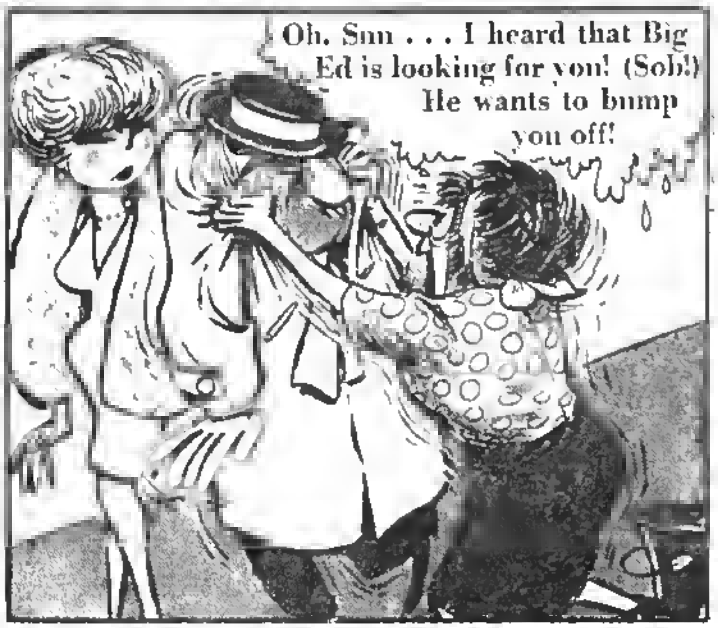


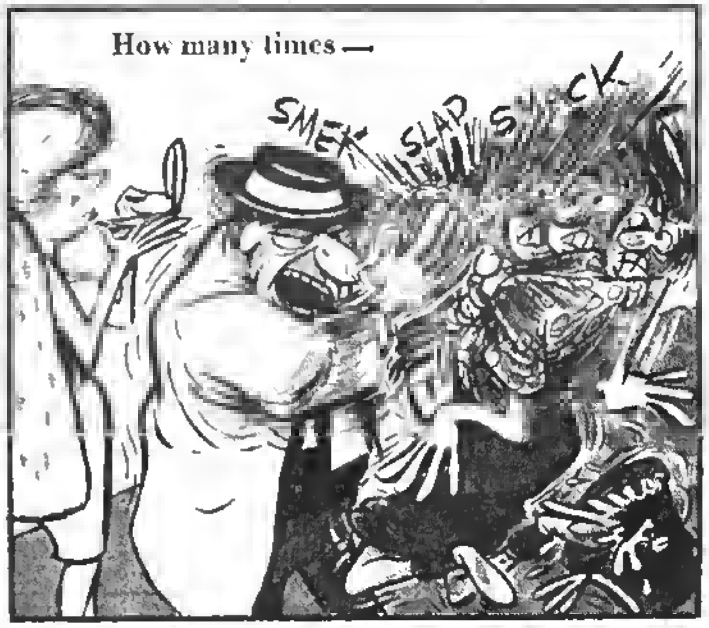
Record machine manufacturers unveiled the latest in super-automatic juke boxes. The juke box reads the customer's minds, selects the tune, and then reaches into the customer's pocket for the necessary loot.

REUNION



SOB


Oh, Sam . . . I heard that Big Ed is looking for you! (Sob!) He wants to bump you off!


How many times —
SMEK
SLAP
S CK

— did I tell you to stop talking to me in public? You embarrass me!!!
SWAT

Hello!!
BIG ED???!!

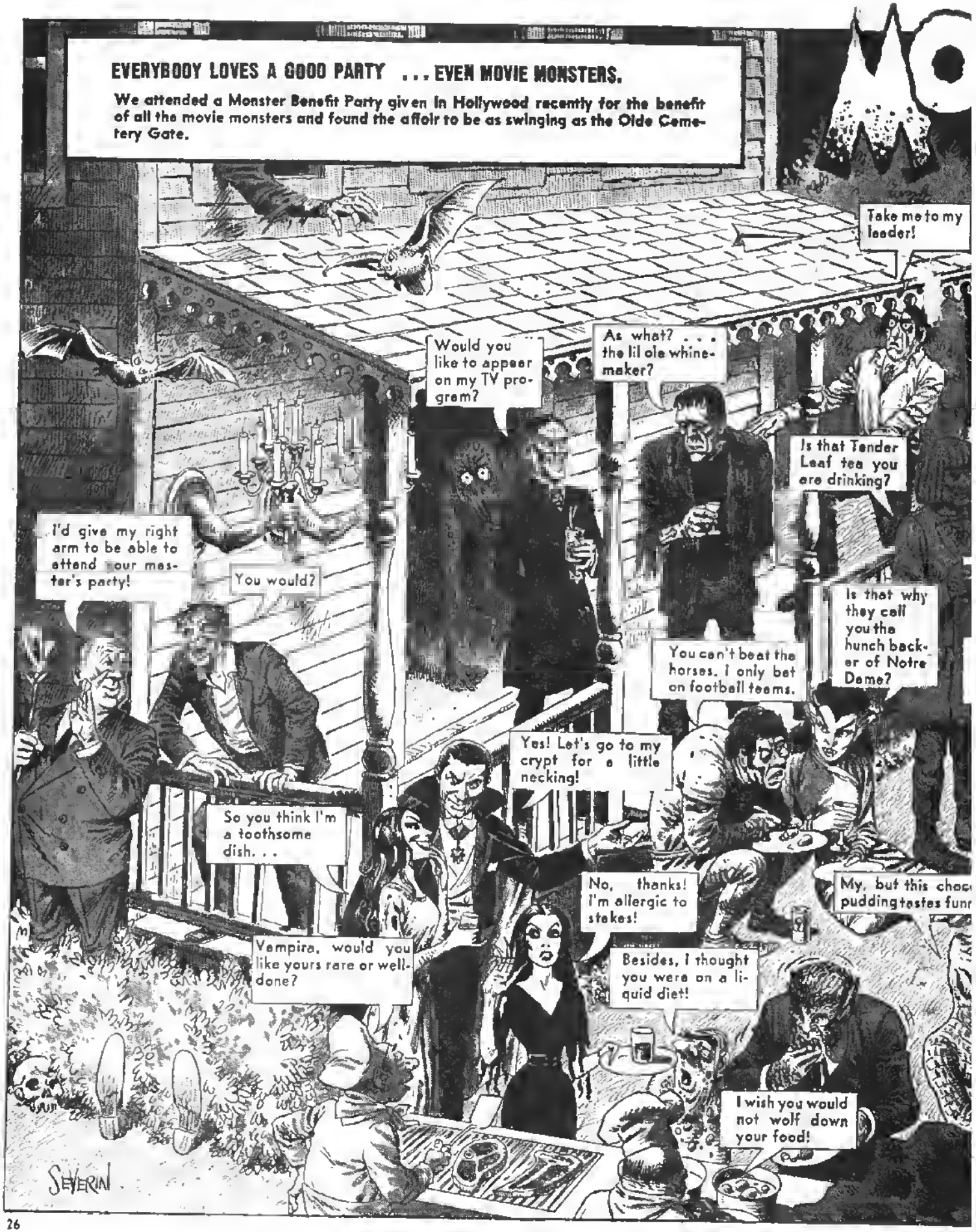
The Beverly Hillbillies aren't the only mountain family to strike it rich. Hillbilly farmers suddenly discovered they were entitled to big, fat government subsidies for raising something they had long specialized in—Nothing!

As a result the Ozark prosperity awakened a tremendous urge to splurge. There's no electricity in "them thar hills", but the resourceful hillbillies didn't let a little thing like that stop them from buying up all the latest electrical appliances and gadgets.

MODERN MERCHANDISE FOR MONEYED MOUNTAINEERS

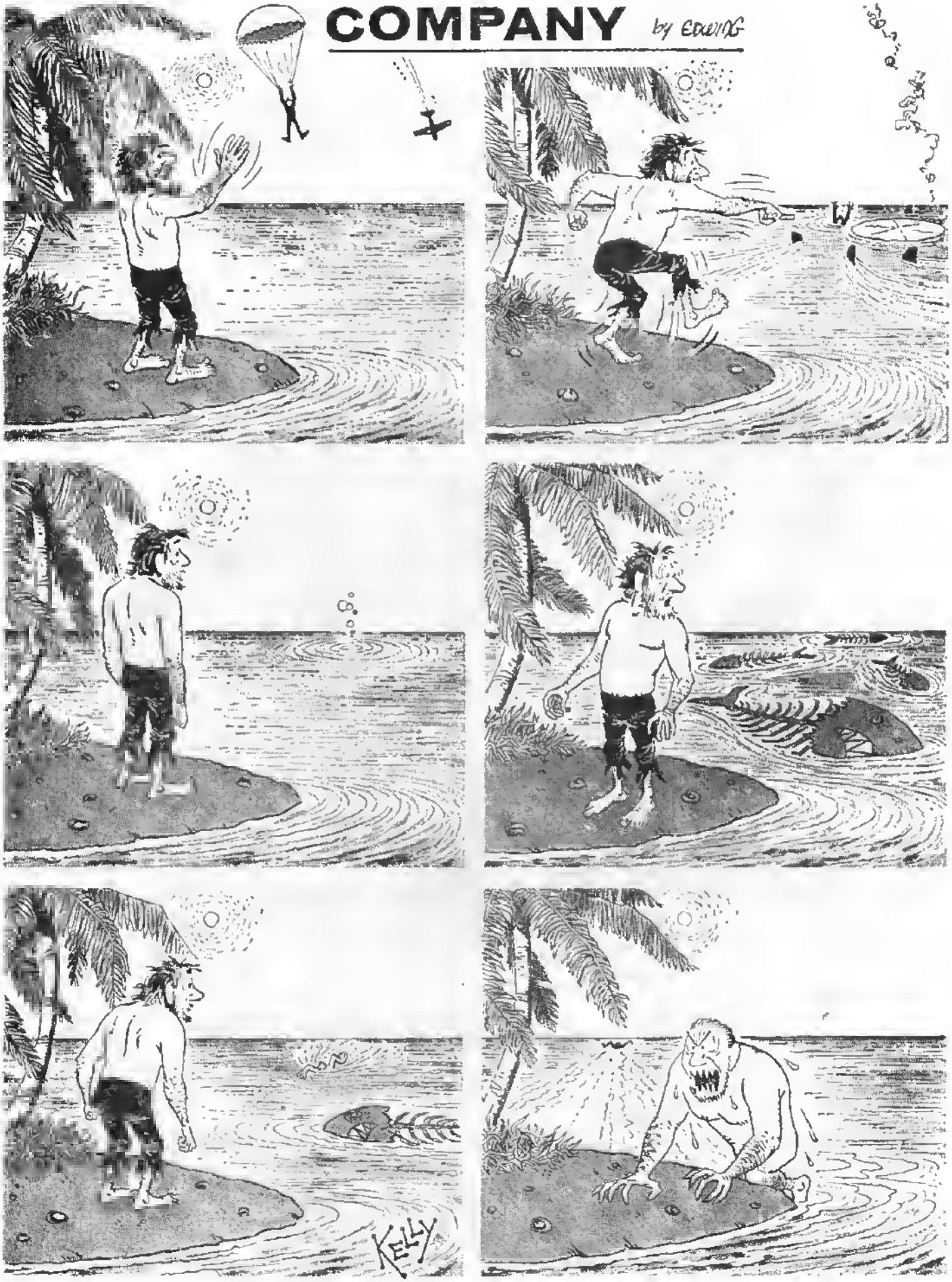
Ain't that a right purty hitchin' post?
It's aven got a name all its own: "Viola Shun"!
Ah pickad up thet gov'mint scarecrow in one o' these Ahmy suhplus stores.
Tarnation! It's a genoowine foldin' buggy whip! Whut won't those city folks think o' next?
An' it's just ideel fo' a 2-hoss buggy!
Clem, you kin set thet hen roost right into our new, movable chicken coop!
Right cleveh o' those furriners to also rig up a place fo' our watchdawg!

It's shore bin might peaceful aroun' here, since we got granny an' gran'pa those a'justible snore mufflers!
With this new foldin' bed we can invite all our kin folk to sleep over a spell!
It's one o' them fancy cigah-reet lighters that them city dudes use.
Ah use this club fo' bashin' revenooers — an' this one fo' bashin' jabberin' womenfolk, and this one . . .
Why are you-uns always sittin' aroun' thet doldurned contrapshun?
We're all tryin' to figure out whut in the Sam Hill we're supposed to do wif it.
"GOD BLESS THESE UNITED STATES... ALL THIRTY-EIGHT OF THEM..."
SEN. JACKSON
1889 MARCH 1888
WHITE'S XXX RYE


EVERYBODY LOVES A GOOD PARTY ... EVEN MOVIE MONSTERS.
We attended a Monster Benefit Party given in Hollywood recently for the benefit of all the movie monsters and found the affair to be as swinging as the Olde Cemetery Gate.
Take me to my leader!
Would you like to appear on my TV program?
As what? ... the lil ole whine-maker?
Is that Tender Leaf tea you are drinking?
I'd give my right arm to be able to attend your master's party!
You would?
Is that why they call you the hunch backer of Notre Dame?
You can't beat the horses. I only bet on football teams.
Yes! Let's go to my crypt for a little necking!
So you think I'm a toothsome dish...
No, thanks! I'm allergic to stakes!
Vampira, would you like yours rare or well-done?
Besides, I thought you were on a liquid diet!
I wish you would not wolf down your food!
SEVERIN

NSTER PARTY!
Ta prevent inflatian, I'm in favor af cutting all Prices!
I'm so sarry ta da this to you, Vincant, but we're running aut of sliced ham!
Wa shauld have a Phantam Exchange Program!
So you don't recommend home permanents?
Na, icad tanna laaf tea.
Yes. Yau taka over the apera and I'll ga ta Africa!
Man, I just dig manster parties!
What can tha Cat Girl see in a drip lika that?
I understand ha is part catfish!
alata ny...
A little more lanalin and this punch will be perfect, Dr. Jekyll!
I wander if Bobby Kennedy pushed him in!
I hope thay put a head on that!
You're nibbling on The Blob, you slob!

COMPANY by EDWING



Millions of American TV viewers believe it is their constitutional right to be able to avoid TV commercials. The TV sponsors, on the other hand, feel that the viewers have an obligation to suffer through the commercials along with the programs. It is these two diametrically opposing views that have produced . . .

The TV COMMERCIAL WAR

In the initial phase of the war, the TV audiance figured it could outfox the sponsors by making a baeline to the rafrigerator everytime a commercial was about to be played.

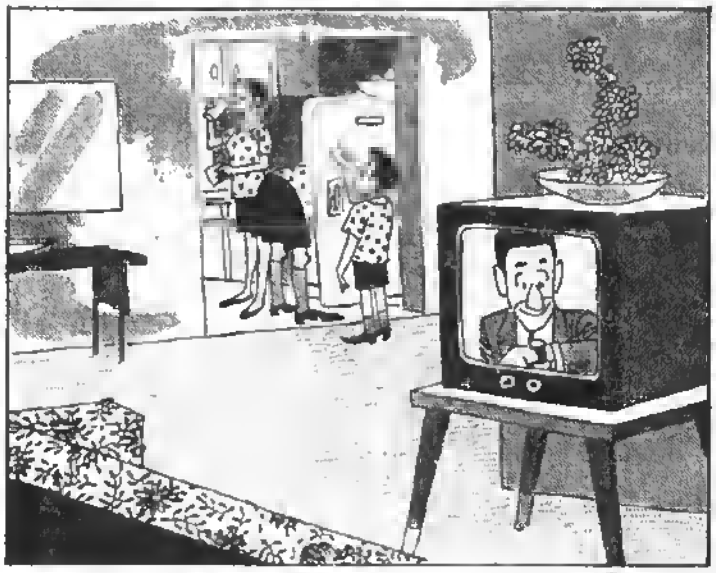
But wily sponsors quickly caught on to this tactic and countered with the Loud Commercial.

Televiewers now believe that final victory in the struggle is theirs if they can only force sponsors to eliminate loud commercials.

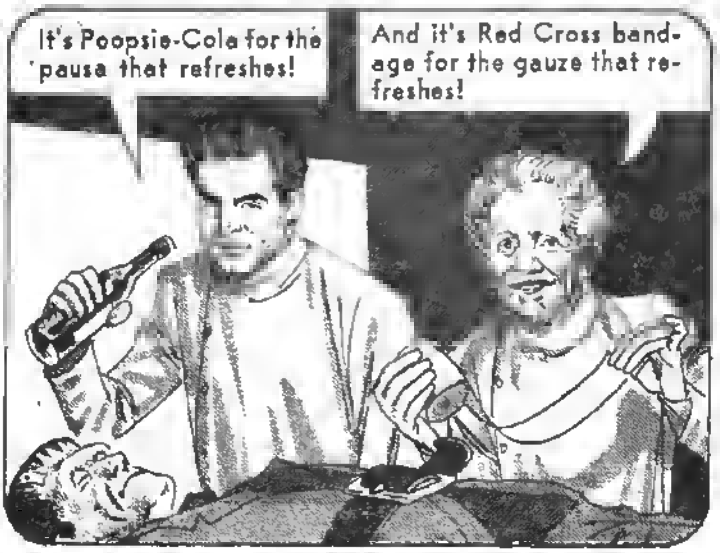
CRACKED reveals why the above is a naive assumption that underestimates the shrewdness of sponsors . . .

If sponsors are forced to eliminate loud commercials they have a large choice of substitute weapons at their disposal . . .

THE FAKE BREAK COMMERCIAL . . . in which the message is cleverly delayed.



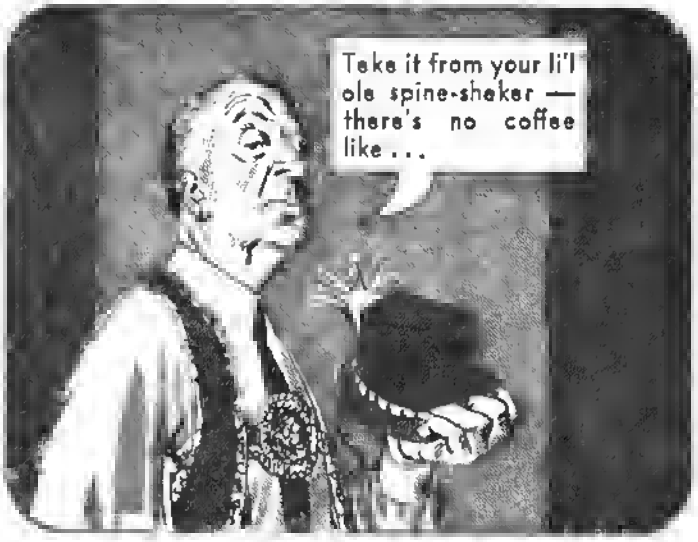
THE SNEAKY COMMERCIAL . . . in which the commercial is part of the show itself.



THE CONSCIENCE COMMERCIAL . . . in which the commercial appeals to the viewer's honesty.

THE SUBLIMINAL COMMERCIAL . . . in which the commercial sneaks into the viewer's subconscious.

THE ENTERTAINING COMMERCIAL . . . the dirtiest, most underhanded tactic of all, in which the commercial is made more interesting than the program.

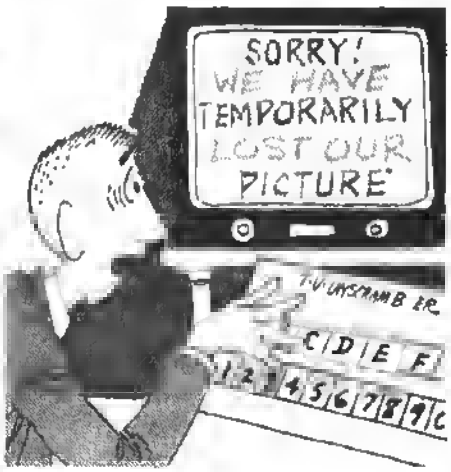


SPONSORS CAN ALSO BE EXPECTED TO WORK IN COLLUSION WITH TV MANUFACTURERS TO PRODUCE SETS THAT WILL GUARANTEE THE WATCHING OF COMMERCIALS.

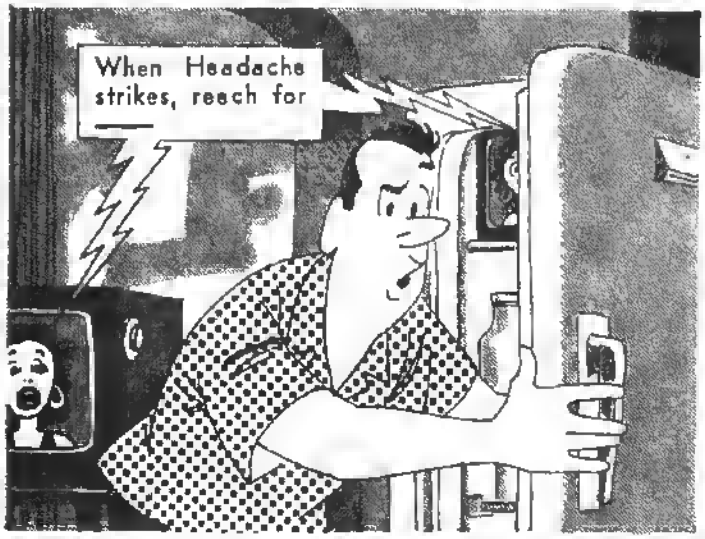
THE SCRAMBLER SET: The viewer is forced to watch the commercial to obtain the secret code number.

Following the commercial, program comes on scrambled. Viewer must now press code number

. . . viewer is then rewarded with unscrambled program.



THE REFRIGERATOR SET. Set is synchronized with main set and goes on as soon as refrigerator door is opened.



THE STAMP DISPENSER SET. Set gives free trading stamps to those who view commercials.

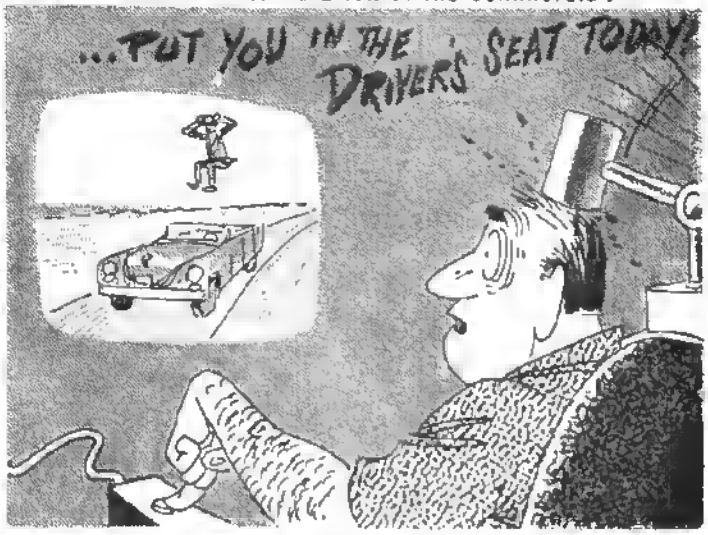
DO THE PRECEDING PAGES MEAN THAT THE TV VIEWER HAS NO OTHER CHOICE THAN TO EVENTUALLY CAPITULATE TO VIDEO BRAIN WASHING?

. . . NO, NOT AT ALL !

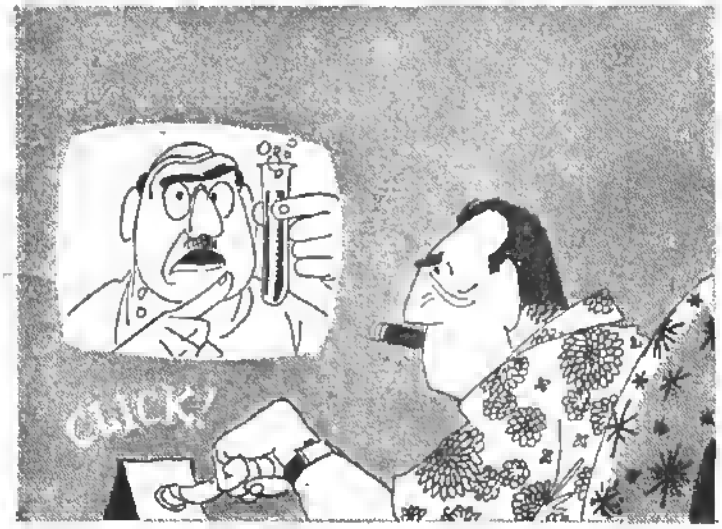
GRACKED foresees the TV viewer coming up with a few potent weapons of his own in the TV Commercial War.

The viewer can purchase several sets so that commercials drown out each other.

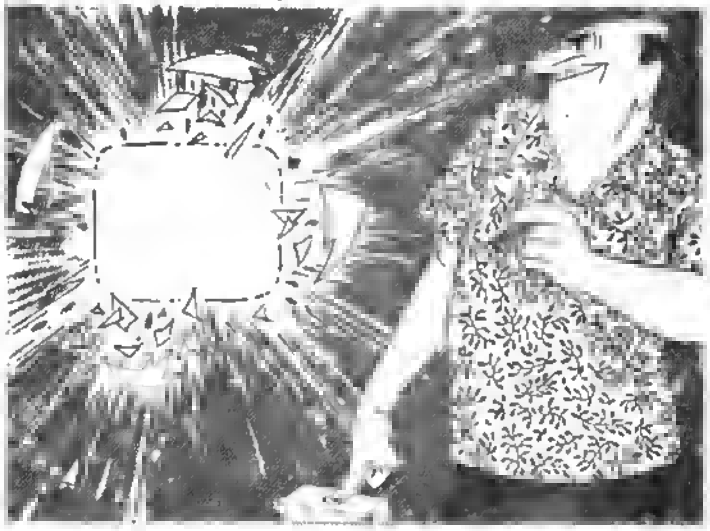
The viewer can resort to push buttons that gently knock him out for the duration of the commercial.



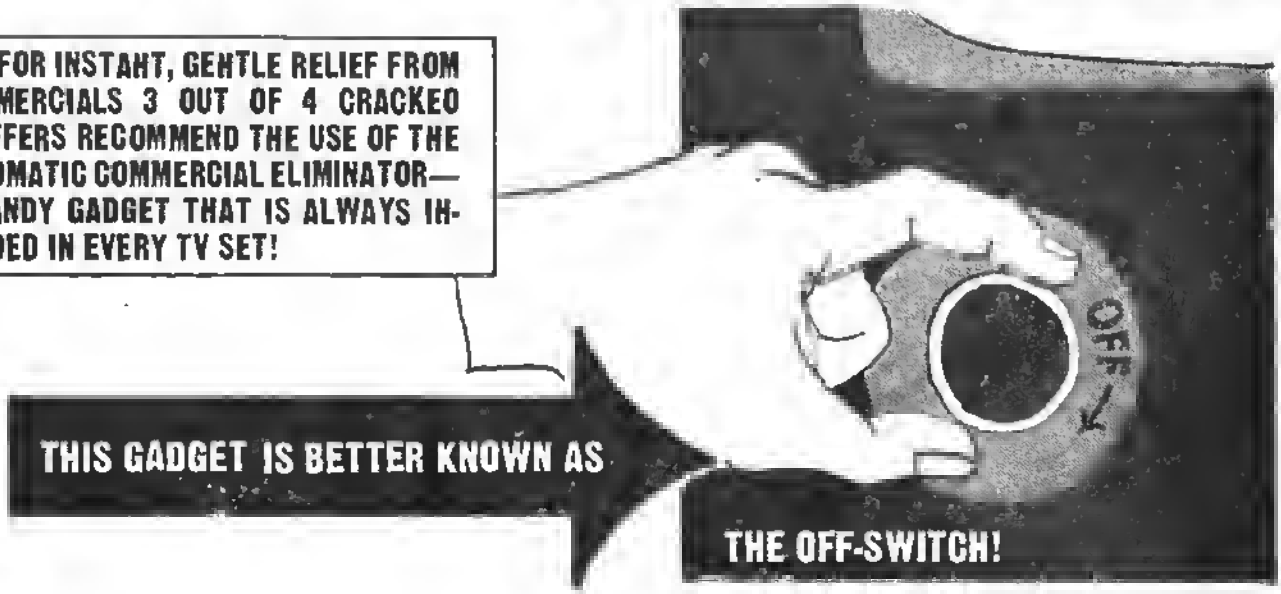
The viewer can resort to push buttons that change channels.



And the viewer can resort to push buttons a la Cape Canaveral.



BUT FOR INSTANT, GENTLE RELIEF FROM COMMERCIALS 3 OUT OF 4 GRACKED STAFFERS RECOMMEND THE USE OF THE AUTOMATIC COMMERCIAL ELIMINATOR— A HANDY GADGET THAT IS ALWAYS INCLUDED IN EVERY TV SET!



IT ALL DEPENDS UPON THE POINT OF VIEW

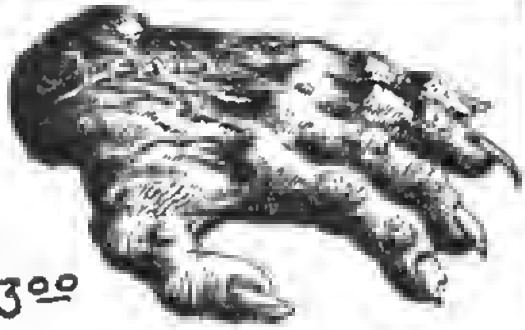
ROCK
ROCK
DIMES

USA
DSC
DSC

CHAMP
LISTON
CLAY
BUREAU OF INTERNAL REVENUE

HORROR HOUSE

SCARE YOUR FRIENDS, SCARE YOUR ENEMIES, SCARE YOU. SEND FOR YOUR FAVORITE HORROR ITEMS



$3.00

HORRIBLE HANDS

A right and left. It's made of rubber and looks real sick. Become sociable and shake hands with everyone. Results are startling. Just make sure you run.

only $3.00 per pair.

DO YOUR FRIENDS CALL YOU UGLY?

WEREWOLF Gruesome to behold. $3.00

. . . If they don't, make sure they will with these Horror House All Rubber face masks.

$2.00

SHRUNKEN HEAD

Looks absolutely real. Tell your friends you picked it up on your Tost safari. Give it a nickname and take it with you wherever you go. Lots of fun with this one.

only $2.00 ea.

$1.00

BLACK WIDOW SPIDER

A real horror. But what fun! Some people will say, "What a sense of humor." Some people will say, "I'm gonna punch him right in the nose." But it's well worth it.

only $1.00 ea.

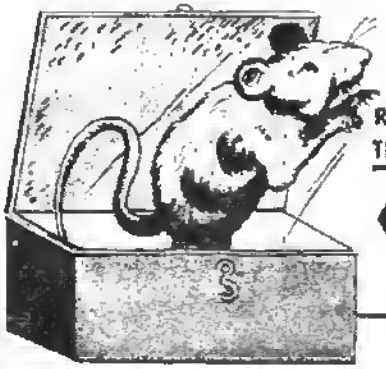
FRANKENSTEIN'S MONSTER Horrible to behold.

PLUS THESE OTHER HORROR HOUSE MASKS:

WITCH, MAN-FROM-MARS, MONSTERS-FROM-MERCURY, VAMPIRE, HORRIBLE-MONSTER, SAULL, GORILLA. only $3.00 ea.

$3.00

$1.00



RAT IN THE BOX

Open the box, and the rat jumps out. Makes force lot of screeching and screaming. Be a snake in the grass, order a snake in the box.

only $1.00 ea.

I am enclosing $ _____ for the HORROR HOUSE items checked below. HORROR HOUSE, 45 West 45th N.Y.C.

RUBBER MASKS

- ☐ BLACK WIDOW SPIDER
- ☐ HORRIBLE HANDS
- ☐ SHRUNKEN HEAD
- ☐ RAT IN BOX
- ☐ WEREWOLF
- ☐ DEVIL
- ☐ FRANKENSTEIN'S MONSTER
- ☐ ZOMBIE
- ☐ WITCH
- ☐ MAN-FROM-MARS
- ☐ MONSTER-FROM-MERCURY
- ☐ VAMPIRE
- ☐ HORRIBLE-MONSTER
- ☐ SKULL
- ☐ GORILLA

NAME _____ ADDRESS _____

CITY _____ ZONE _____ STATE _____

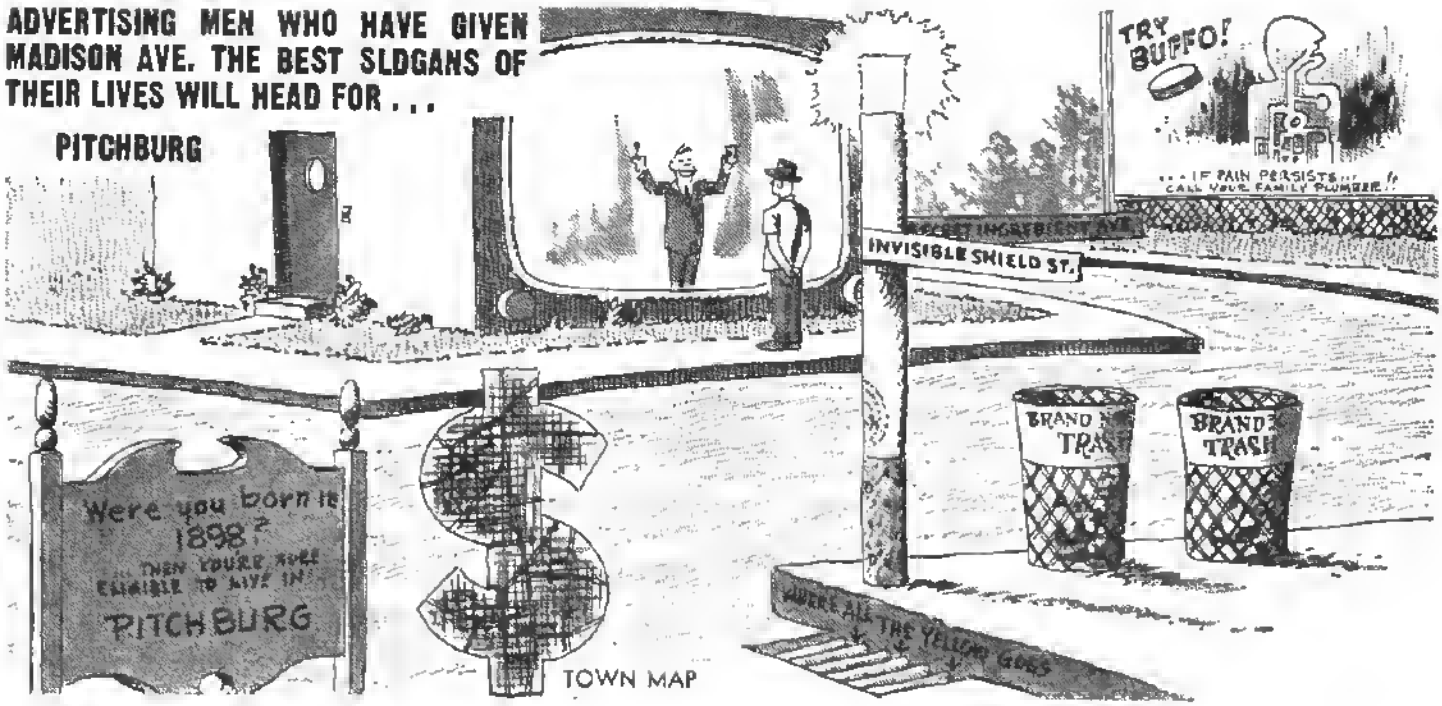
A recent development in developments has been the construction of "Retirement Cities", where occupancy is restricted to people of retirement age. These communities have proven very popular with our Senior Citizens—mainly because the oldsters enjoy doing things with their own kind.

CRACKED foresees the day when some enterprising construction firm will carry the idea one step further and build retirement cities for people of a certain profession thus guaranteeing that the inhabitants will also have the same interests in common. In other words, you will soon be seeing

SPECIALIZED RETIREMENT CITIES

ADVERTISING MEN WHO HAVE GIVEN MADISON AVE. THE BEST SLOGANS OF THEIR LIVES WILL HEAD FOR . . .

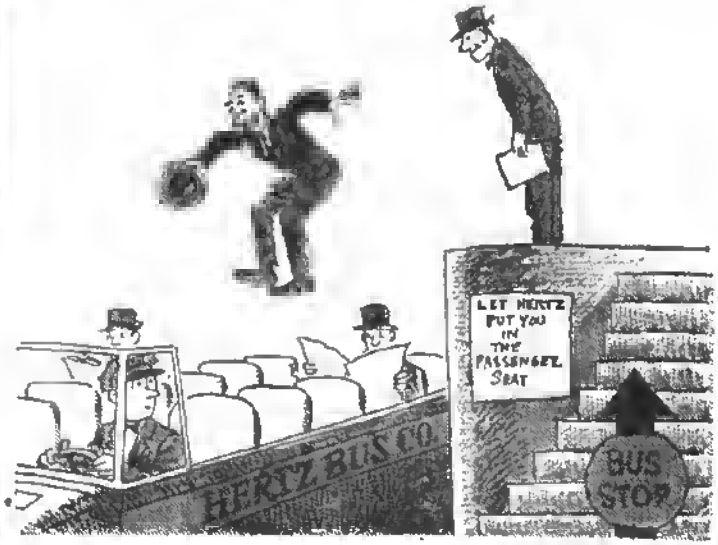
PITCHBURG



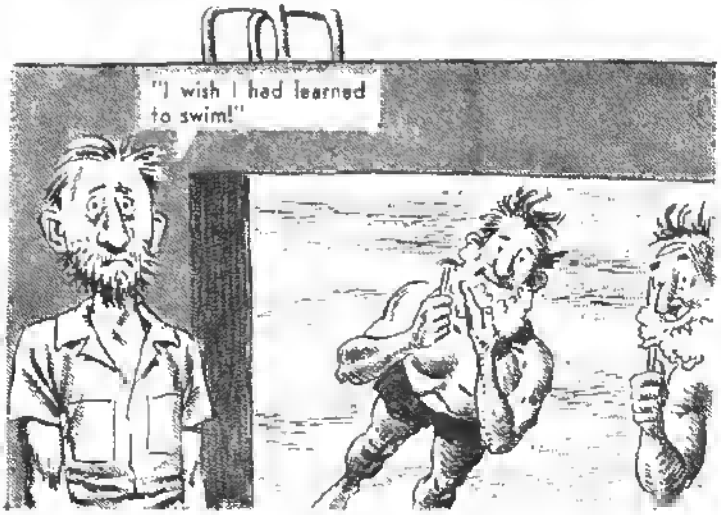
TOWN MAP

For recreation, Pitchburgh will feature appropriate entertainment.

Pitchburg will offer convenient transportation.



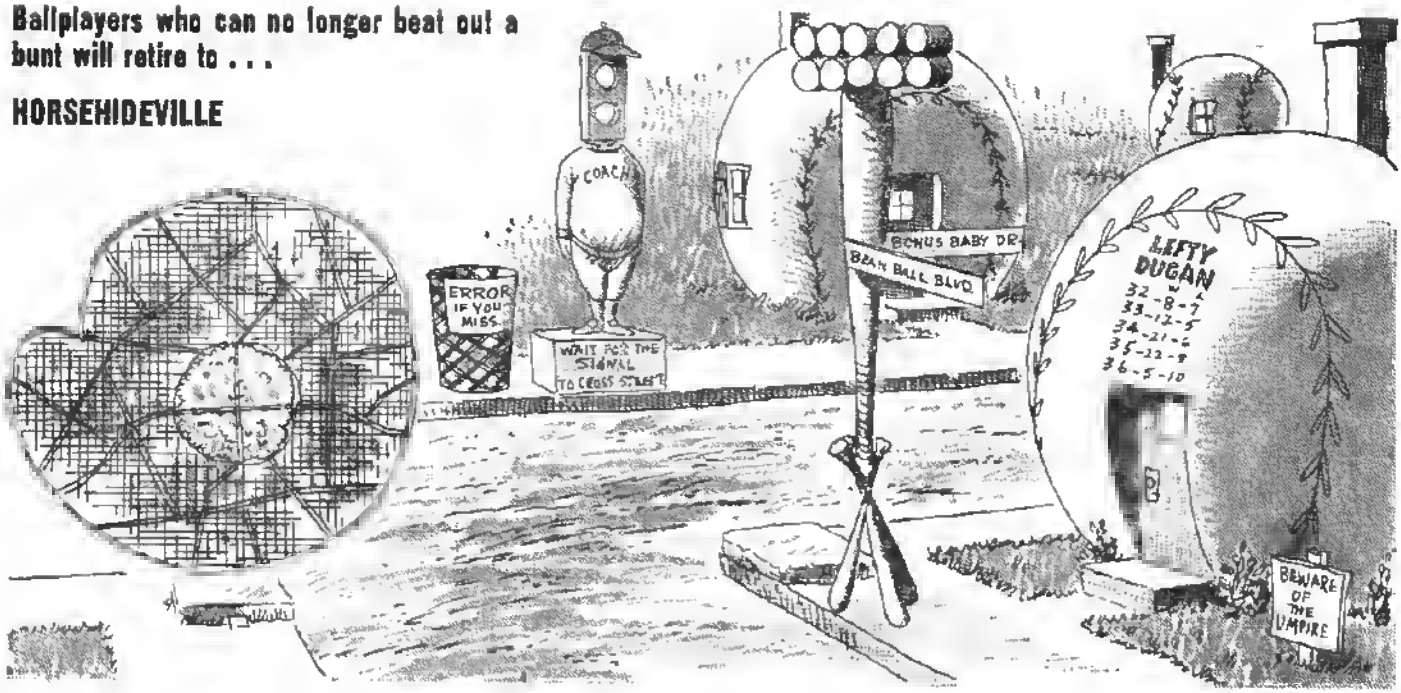
Communal swimming pools enable everyone to shave in comfort.



And, of course, the City's police will dispense Madison Avenue type justice.

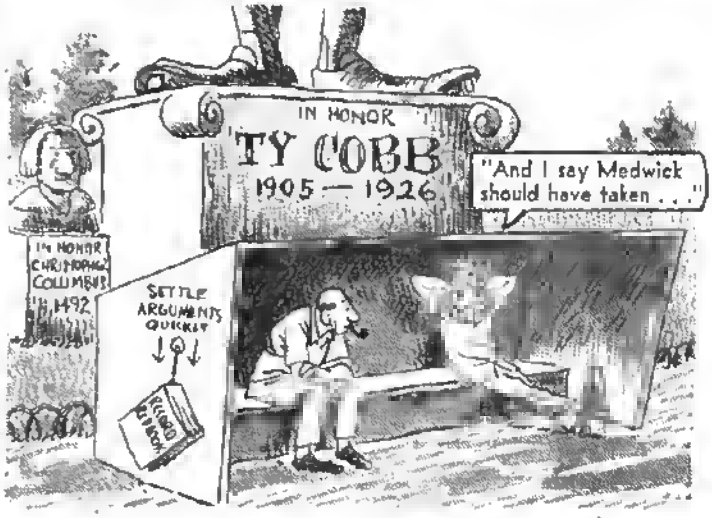
Ballplayers who can no longer beat out a bunt will retire to . . .

HORSEHIDEVILLE



For winter recreation every block will operate a Hot Stove League.

In the summertime, the verbal baseball wars will continue in dugout-type park benches.

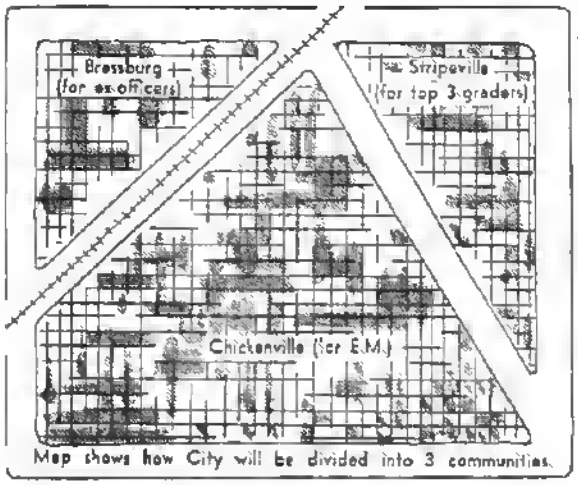


Vendors will see to it that townspeople never have to leave home for food.

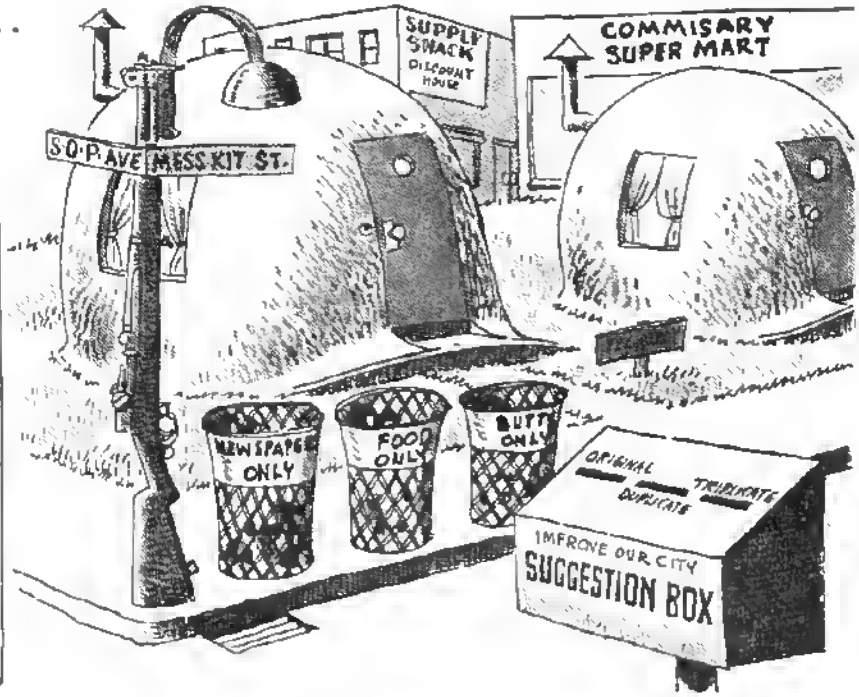
Horsehideville will even have its own Skid Row.

Old soldiers will be able to fade away in . . .

SNAFU CITY



Map shows how City will be divided into 3 communities.



Every morning, Reveille will be blown at 5 a.m. Retired GIs will have the luxurious privilege of staying in bed.

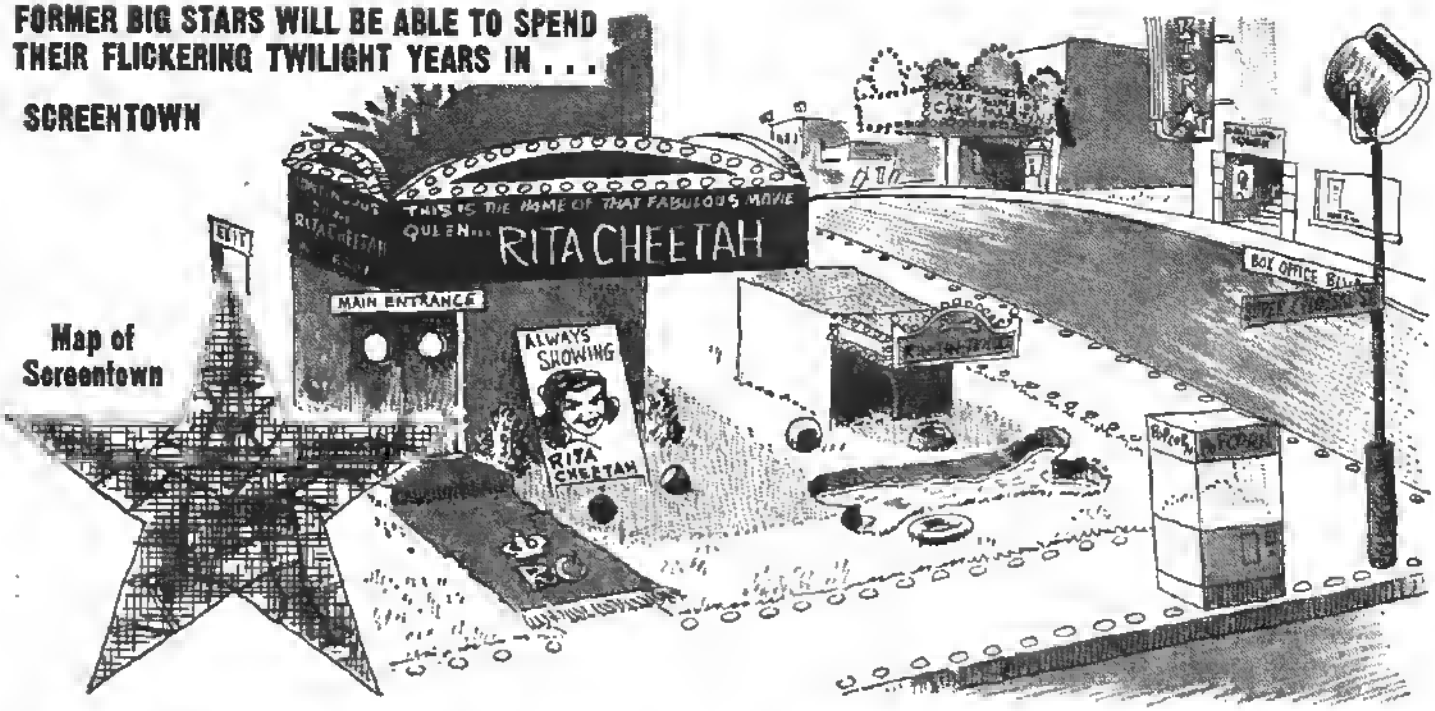
Recreational facilities will be supplied at the local pub.

Every old soldier's home will be his own orderly room castle. . .

And the Bulletin Board will continue to play an important part in the lives of old soldiers.

FORMER BIG STARS WILL BE ABLE TO SPEND THEIR FLICKERING TWILIGHT YEARS IN . . .

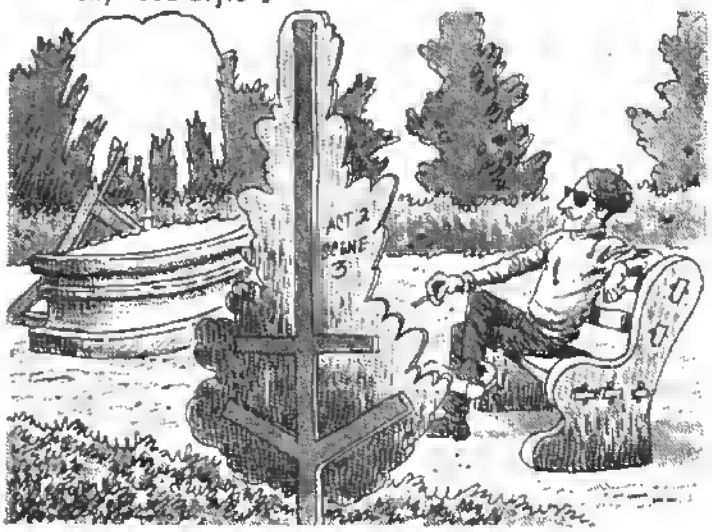
SCREENTOWN



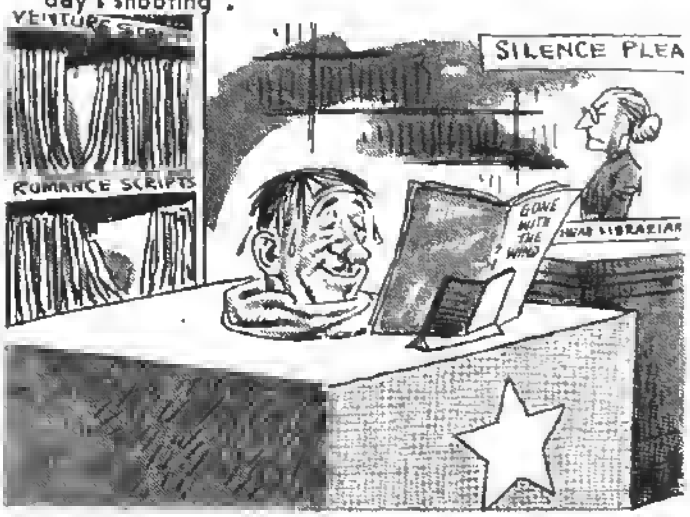
Map of Screentown

Robot autograph seekers will patrol the streets to constantly reassure ex-stars that they are still loved.

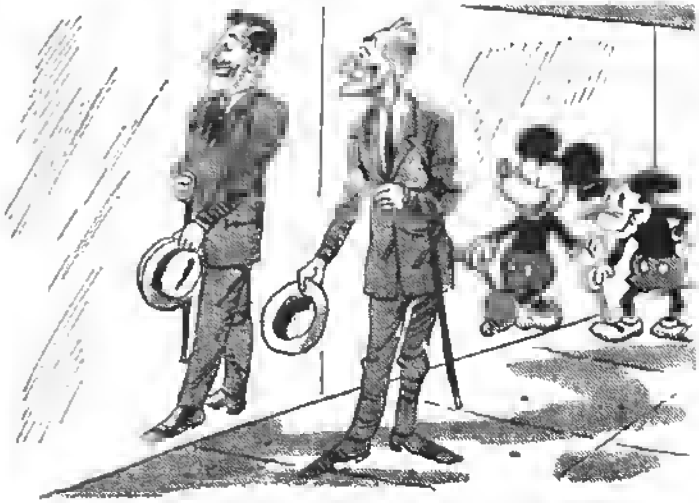
Recreation areas will be elaborately ornamented—"Hollywood-Style".



The town's library will have steam baths so that stars can recapture the old feeling of "studying for the next day's shooting".

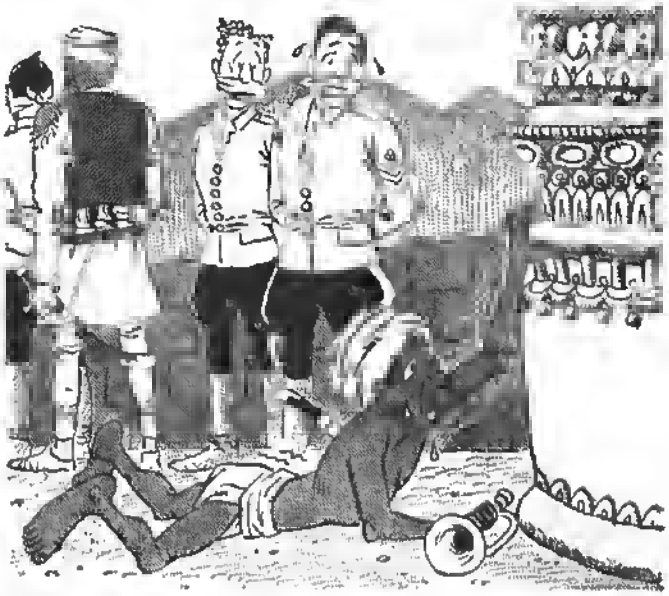


To appease the vanity of ex-stars special rose-colored mirrors will line the streets.



SOUND the ALARM

by EDWING



PUFFLICITY DEPT.

Nowadays everybody in show bid, sports and politics hires a press agent whose job it is to see that the client's name gets into print as frequently as possible. As a rule, press agents are quite successful in the performance of their duty for they will allow neither rain, snow or common sense to prevent them from accomplishing their asinine task. But what would happen if the guy in the street, Stanley Kowalski, also decided to get in on the act and hire a PR man? Here is what a typical newspaper might look like . . .

IF JOHN Q. PUBLIC HIRED A PRESS AGENT

Final **THE CLODTOWN CLINKER** **10c**

Weather. Fair today and tonight High in the 80s. High in the 80s is also what Stan Kowalski usually bowls.

AMERICAN ASTRONAUT ON MOON

Astronaut Major Lou Narr in first photo from moon.

WASHINGTON—At 12:15 p.m. e.s.t., the American flag was planted on the moon by Major Lou Narr.

For centuries man has dreamed of reaching the moon. Today that dream became a reality as the first space station was established on the moon. Further reports on this exploratory feat are expected to be received directly from the moon itself. Stanley Kowalski announced that the local Harvest Moon Ball Dance would be held next week.

HUNDREDS DIE IN SPAIN FLOODS

BARCELONA—Flash floods from rainstorms ripped through industrial centers of the Barcelona area today, killing hundreds of people and destroying many factories and bridges. Stanley Kowalski's bridge was also destroyed yesterday when he accidentally dropped it on the dance floor.

CLODTOWN GARDEN CLUB TO HOLD ANNUAL LUNCHEON

The Clodtown Garden Club plans to hold it's annual luncheon next Friday at the Hotel Clodville. Among those planning to attend will be Mr. and Mr. Orlando Busino, Mr. and Mrs. Robert Weber, Miss Bobo Bouvier and Dr. Joshua Rhododendron. Mr. Stanley Kowalski does not plan to attend.

10 EAST GERMANS ESCAPE TO DENMARK

COPENHAGEN—Ten East Germans commandeered a Communist trawler and immediately set sail for Denmark. They were warmly greeted by a Danish skipper. Stanley Kowalski never skips a Danish when he takes a coffee break.

CAPE CANAVERAL JUBILANT

CAPE CANAVERAL—News of the successful rocket launching was the cause for a wild celebration, reminiscent of the demonstrations following V-J Day. Thousands of visitors ported in from neighboring cities in Florida. Florida is where the Stanley Kowalskis hope to spend their next 2 weeks vacation.

CUBAN REVOLUTION UNDERWAY?

MIAMI—Refugees streaming out of Cuba today told of many sudden attacks launched against the Castro government. A major revolt is also momentarily expected from within Castro's forces as many of his own military leaders are reported to be fed up with the regime's policy. A virtual news blackout has descended upon Havana. "Havana cigars are unobtainable in Clodtown so I've switched to pipe-smoking says Stanley Kowalski.

KOWALSKI ATTENDS CLODTOWN BRIDGE CEREMONY

CLODTOWN–The new 2 million dollar Clodtown Bridge was officially opened yesterday, amidst such fanfare. Arrow in photo points to Stanley Kowalski, also in attendance were his honor, the Mayor and various other city officials.

ad

This is COMMANDER WHITEHEDD sleeping—er—shpeaking! I've been drinking so much **SHWEPZ** *and liquor that my liver's on the blink. Dashed embarrassing —but my good friend,*

Dr. Schmalhauser *at 22 Park Ave., will soon have me back in good—hic! —shape!*

INQUIRING PHOTOGRAPHER

Stanley Kowalski, elevator operator:
"Definitely not. A two-way street is a lot like our two-party system. Everybody should be free to choose the direction of their choice. A one-way street is like being told which way to go. It's un-American."

Ida Jones, niece of Stanley Kowalski:
As a member of the League of Women Voters I feel greatly concerned about any question that deals with our all-important civic duty. Er . . . what was the question?"

Michael O'Shea, Milkman to Stanley Kowalski:
"I would say 'yes' and 'no'. This question definitely has two sides to it."

Stanley Kowalski, elevator operator:
"On second thought a one-way street would ease up all those traffic jams on Main St. I'm in favor of anything that satisfies the majority of the people. That's the democratic way.

METS LOSE 25th IN A ROW

The fantastic Mets came up with a new way of losing a game. They failed to show up yesterday for their contest in Chicago, having accidentally taken the wrong plane to London. As a result the game was forfeited.

The N.Y. Mets must have felt right at home in London, comments one observer. Used to playing in a fog, the Mets landed in a fog, that was as thick as pea soup. Pea soup is Stanley Kowalski's favorite soup.

DAILY HOROSCOPE

If today is your birthday you have some rather indefinable influence at work and may have to move slowly. May should witness a favorable month for relationships with loved ones, but be on your guard against impulsive behavior in June. June bugs have been the scourge of Stanley Kowalski's garden for the last four years.

Morrie Willis: Dodger infielder and record base stealer.

THE MARKET

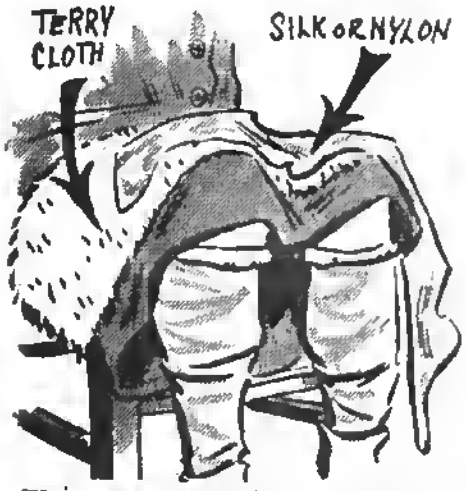
STOCKS GAIN IN ACTIVE TRAOING

Stocks jumped more than 7 points yesterday in increased turnover. Volume rose to 6.54 million shares from Thursday's 3.28 million and was the heaviest since the first of the year. Observers believe a further period of consolidation is necessary before the market can get any higher. Getting high is one thing Stan Kowalski makes sure he does every day.

FCT AID CONFIRMED

WASHINGTON—The Senate today confirmed the appointment of Vi Diot to the Federal Commission on Television. Stan Kowalski considers television his favorite pastime.

HOUSEHOLO HELP



Wear an apron made of terry cloth when sewing silk or nylon material. The terry cloth will prevent the fabric from sliding off your lap as you work. At one time Stanley Kowalski was thinking of naming his son "Terry", but finally decided on the name "Ignatius".

MOVIES

Although this mighty war drama about the Normandy Invasion is in it's third month at the Bijou, it continues to set new attendance records almost daily. The severe losses suffered by the Allied invaders make for grim film fare. Stanley Kowalski had a cousin who served with the Wacs during World War II.

Red Buttons as Pvt. Steele

OBITUARY

Mayor Kay Boose
Clodburg, N. Y.

Mayor Kay Boose, 69 of Clodburg died last night at his home after a lengthy illness. Before coming interested in politics Mayor Boose was a retired railroad conductor. Stanley Kowalski has been riding railroads as long as he can remember.

CLASSIFIEO

ROOMS FOR RENT

2 1/2 Rms. newly modernized cross-ventilated. Exc. Trnsp. 505 Main St. (Conveniently located is Stanley Kowalski's house).

RECIPE OF THE DAY

Tossed Fruit Salad

1 can (11 ozs.) orange segments
2 grapefruit
1 tablespoon salad oil
1 tablespoon vinegar
1/4 Salt
1 tablespoon instant minced onion
1/4 teaspoon dry mustard
1/8 teaspoon paprika
1 head lettuce

Combine fruits with syrup, oil and vinegar. To serve break lettuce, add fruit and dressing. Toss thoroughly. Stanley Kowalski was once tossed out of the Cafe Alhambra.

CLODTOWN BOWLING LEAGUE TOURNAMENT UNOERWAY

Last night the Clodtown Bowling Tournament got off to a rousing start. Some of the bowlers competing for a share of the prize money were Mr. Stanley Kowalski, S. Kowalski, "Stan the Man" Kowalski, and Stanislaus Kowalski.

GOOO BUY: HAM

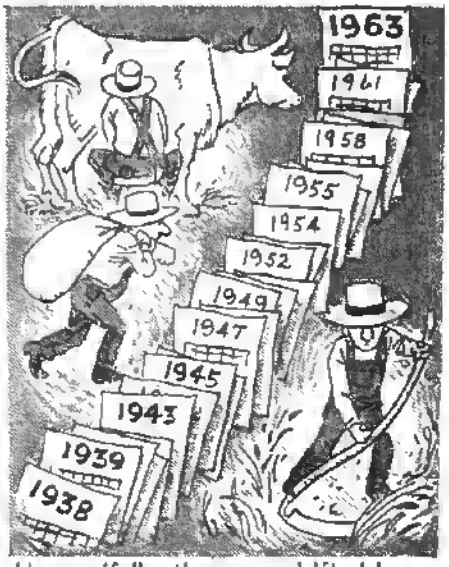
Ham at $1.85 a pound is a good value. Trim well, slice thin but do not overcook ham. Stanley Kowalski hammed it up last night at the annual PTA stage presentation.

In the words of the fabulously wealthy Chinese philosopher, Tai Koon, there is only one tragedy in life greater than not having your big dream come true—and that's having it coming true.

THE DREAM

Toiling under the hot sun was Abner's lot in life.

Life's only comfort was the thought of a distant retirement.



Unmercifully, the years drifted by—all too slowly.

Poor Pvt. Bemish was always taking orders.

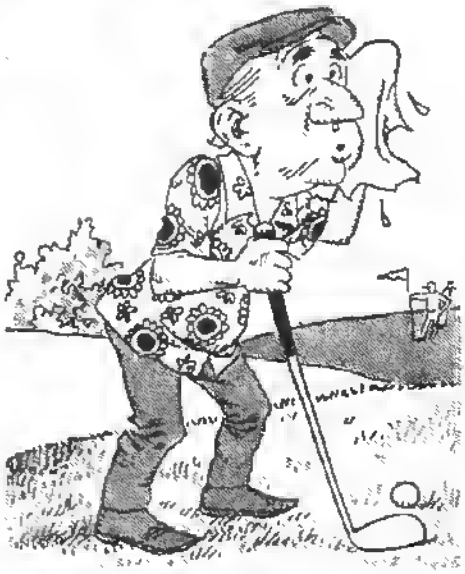
If only he could become an officer the tables would be turned.

He applied for Officer Candidate School where he underwent the most gruelling months of his life.

This hot oriental aphorism is coolly expressed by one of our coolie-artists in a series called . . .

CAME TRUE

Then one day—The Dream Came True!



. . . and Abner is still toiling under the hot sun.

Then one day—the dream came true!

. . . and Bemish is taking more orders than he ever did.

Young Gladys was miserable—her family was the poorest in the neighborhood.

She promised herself that she'd marry above her station.

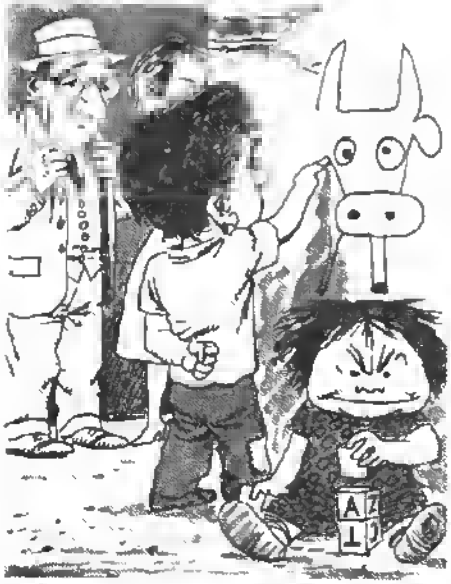
To get the right man she connived, she schemed and she coquetted.

George the clerk craved the finer things in life.

And he swore to himself that some day he'd become a big success and live the good life.

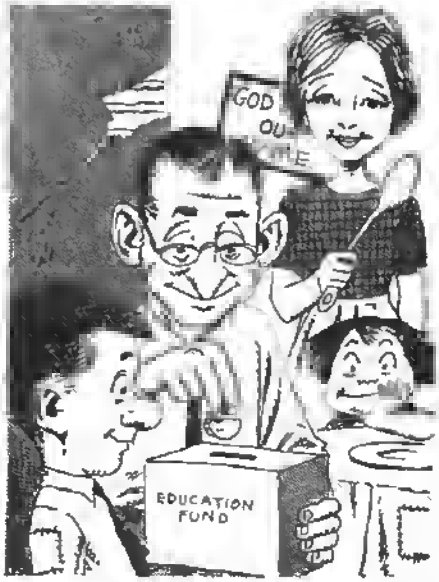
He worked his way untiringly up the ladder of success.

There wasn't much Harry could do to escape his fate—a West Side tenement.



But, by golly, his children were going to amount to something!

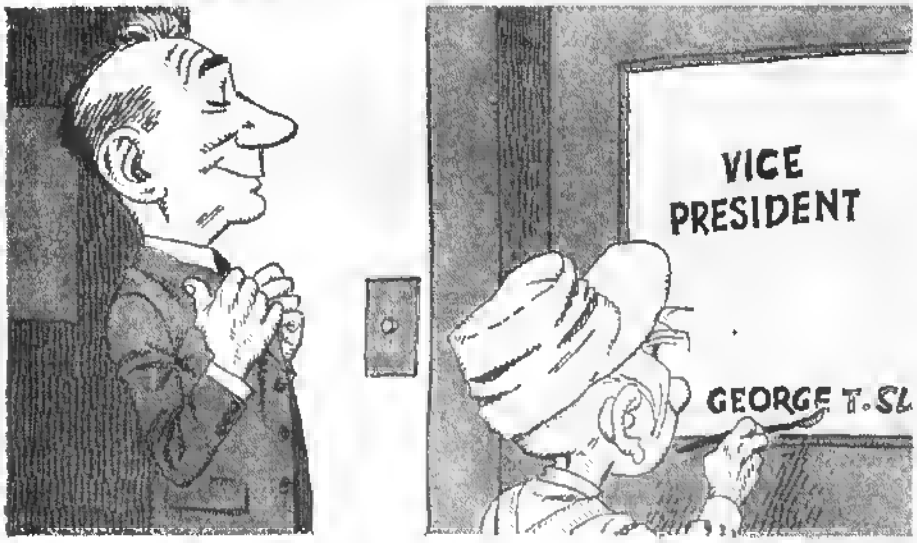
Even life's simple pleasures were denied so that every penny could go towards the family goal.



Then one day—the dream came true!

. . . and her family is still the poorest in a neighborhood of Millionaires!

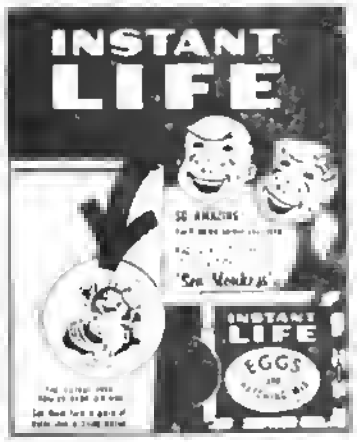
Then, one day—the dream came true!



. . . and ulcer-plagued George is still craving.

Then, one day—the dream came true!

And Harry's sophisticated beatnik kids headed right back to their old, "authentic Bohemian" tenement.



AMAZING

LIFE'S SECRETS REVEALED BEFORE YOUR EYES!

INSTANT LIFE

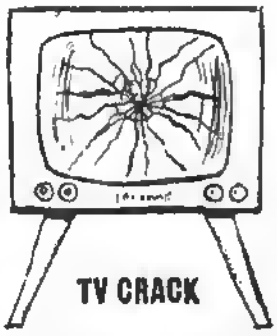
Enjoy hours of scientific fun and fascination. Simply drop magic "Instant Life" powder into ordinary tap water and watch it spring mysteriously into life! See tiny, frolicsome Baby Sea Monkeys grow and thrive. Educational entertainment for all ages. $1.00

SPOOK HAND

Natural - looking rubber hand with painted nails. Fastened to closet, bath room or car doors produces a startling eerie affect! $2.00

MELTED ICE CREAM

Ooey-gooey! Who left this mess on the living-room rug? The perfect practical joke in heavy plastic. $1.00



TV CRACK

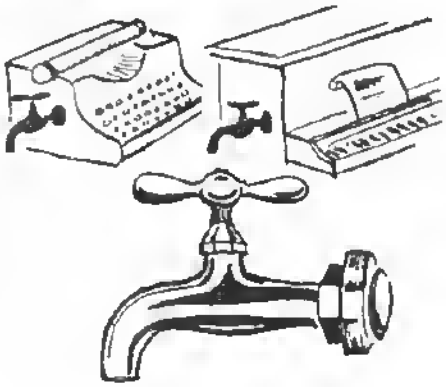
Special to readers of CRACKED. A false crack for the family TV screen that might be plastered by Sylvester himself! $1.00

JUMBO KEY

Attach the jumbo imitation key to anything to get laughs wherever you go. A fun-riot on pint-size foreign cars. Sticks with sturdy rubber suction cup. $2.00

FAKE FAUCET

"Water on the brain?" That's what friends will ask when they see this real-looking chrome faucet attached to your forehead. Get laughs galore attaching it to your desk, a fireplace log, etc. $2.00



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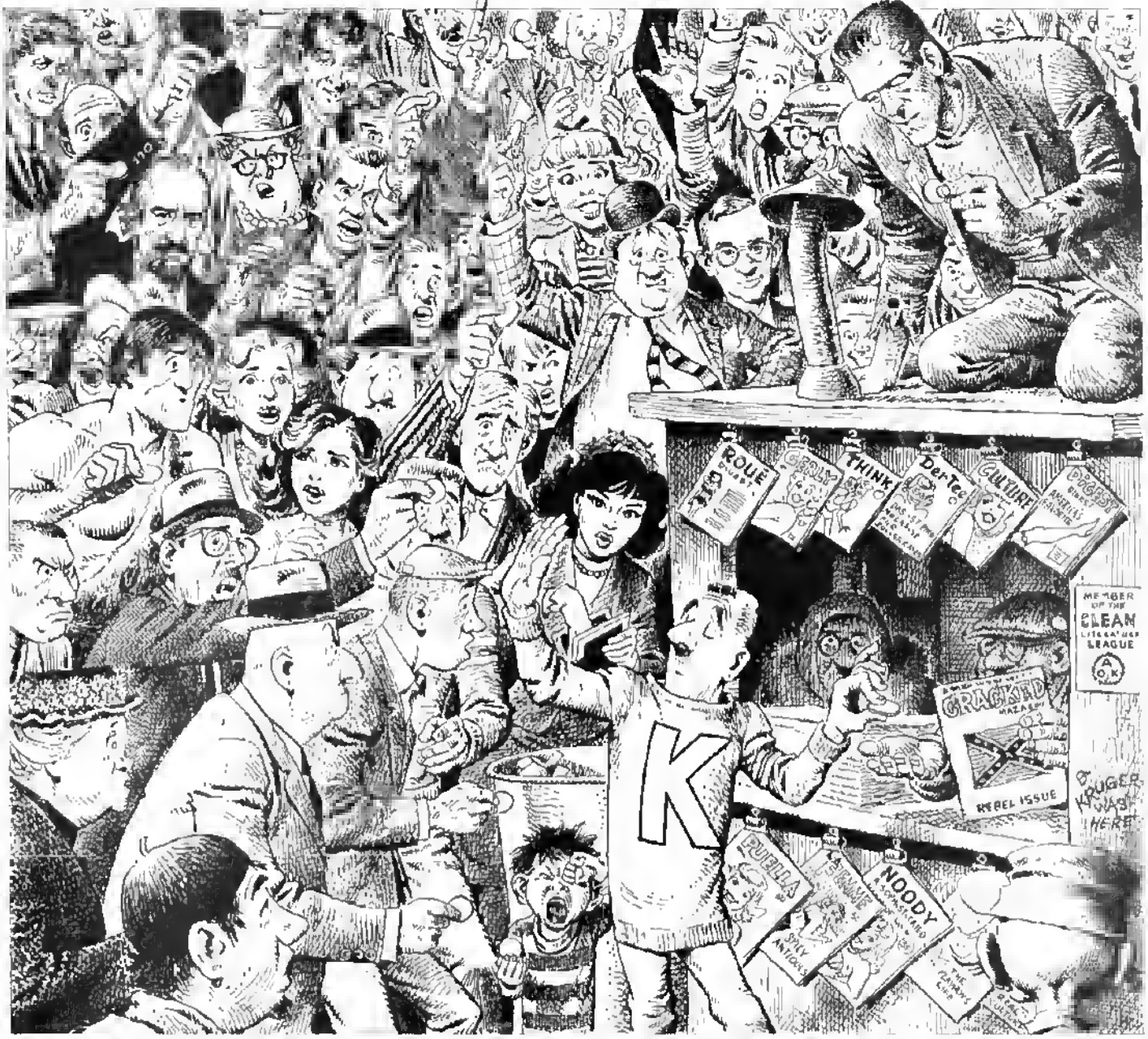
GREAT MOMENTS IN MAGAZINE BUYING



Sure, there's a tremendous feeling of satisfaction in being able to buy that last copy of Cracked, before the rest of the howling mob has a chance to put their grubby mitts on it. But why take chances? The next time your newsdealer may decide to hold back the last copy of Cracked to swat some pesky flies, or some pesky relatives. So subscribe now, and be sure to get Cracked!

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Is there somebody in the household who's hogging the TV set? Here's the perfect way to discourage them. One gander at the cracked eye chart will convince them they're going blind from too much televiewing.

Somebody claim to see you doing something you shouldn't have been doing? One look at our chart will convince them they can't possibly trust their unreliable eyesight.

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